BROADCASTING

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WASHINGTON, D. C.
AUGUST 15, 1937

Broadcast Advertising

Foreign
$4.00 the Year

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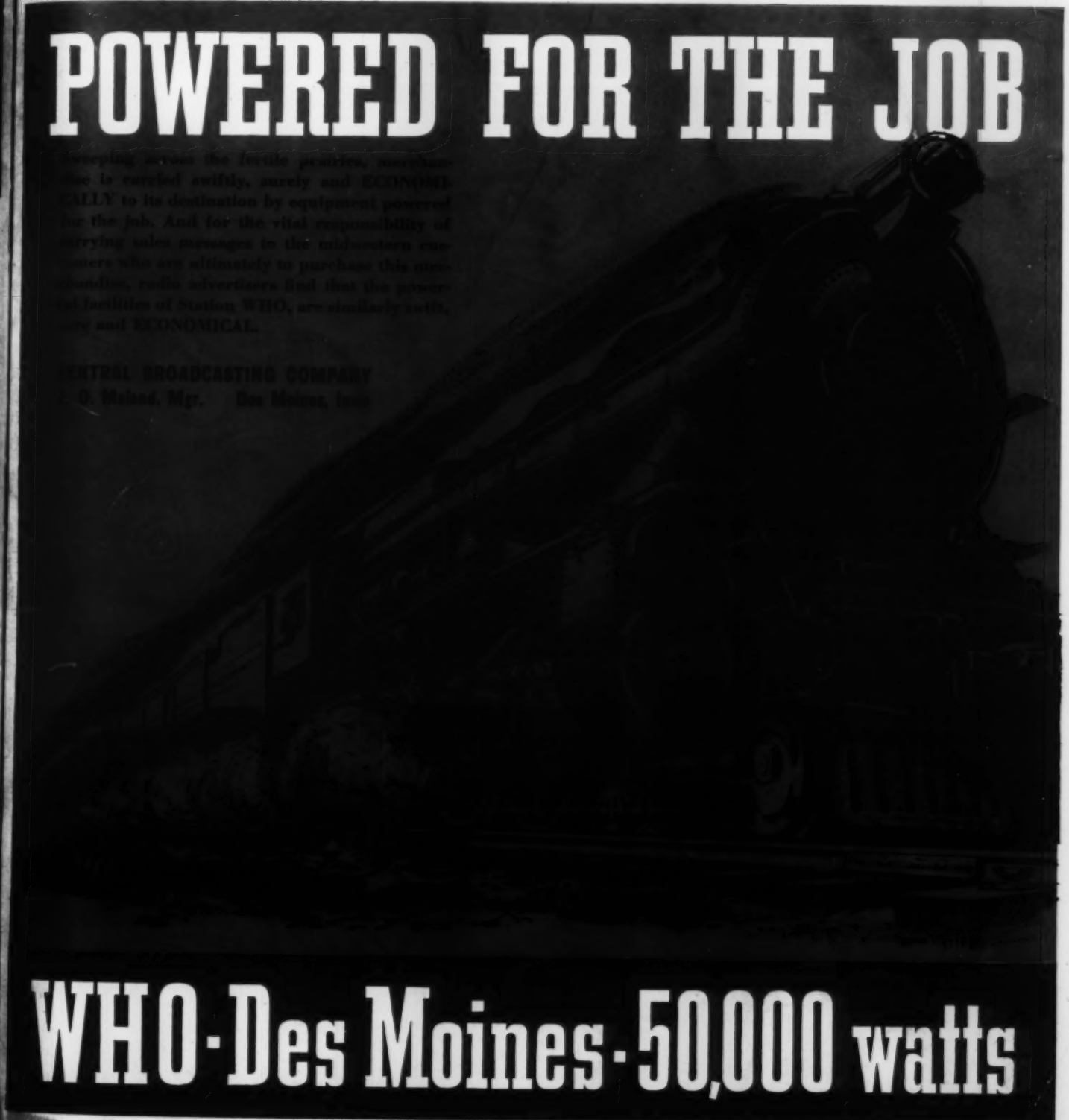
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

POWERED FOR THE JOB



WHO-Des Moines-50,000 watts

Colorado Agriculture

Field of high-protein high-altitude wheat. Colorado's 1937 crop amounted to 16-million bushels.

Colorado leads the nation in sugar beet production. Present crop is estimated to exceed 3-million tons.

Feeder lambs ... other big-production ... the best corn ... ry. Denver ... largest lamb ... market in the ...

Corn is forecast to exceed last year's good crop by over 33 percent.

• With a half-million more acres under cultivation and a 20-million-dollar small grains crop already in the bin, indications are a record year for "sure-crop" Colorado agriculture. Farm experts are forecasting a return around the 200 - million - dollar mark for the 1937 crop.

Present peak buying will continue this fall and winter throughout the Denver-Rocky Mountain region . . . and KLZ, entrenched in top place with listeners, is in a strong position to exert a vital influence on behalf of your product in this big, able-to-buy market.

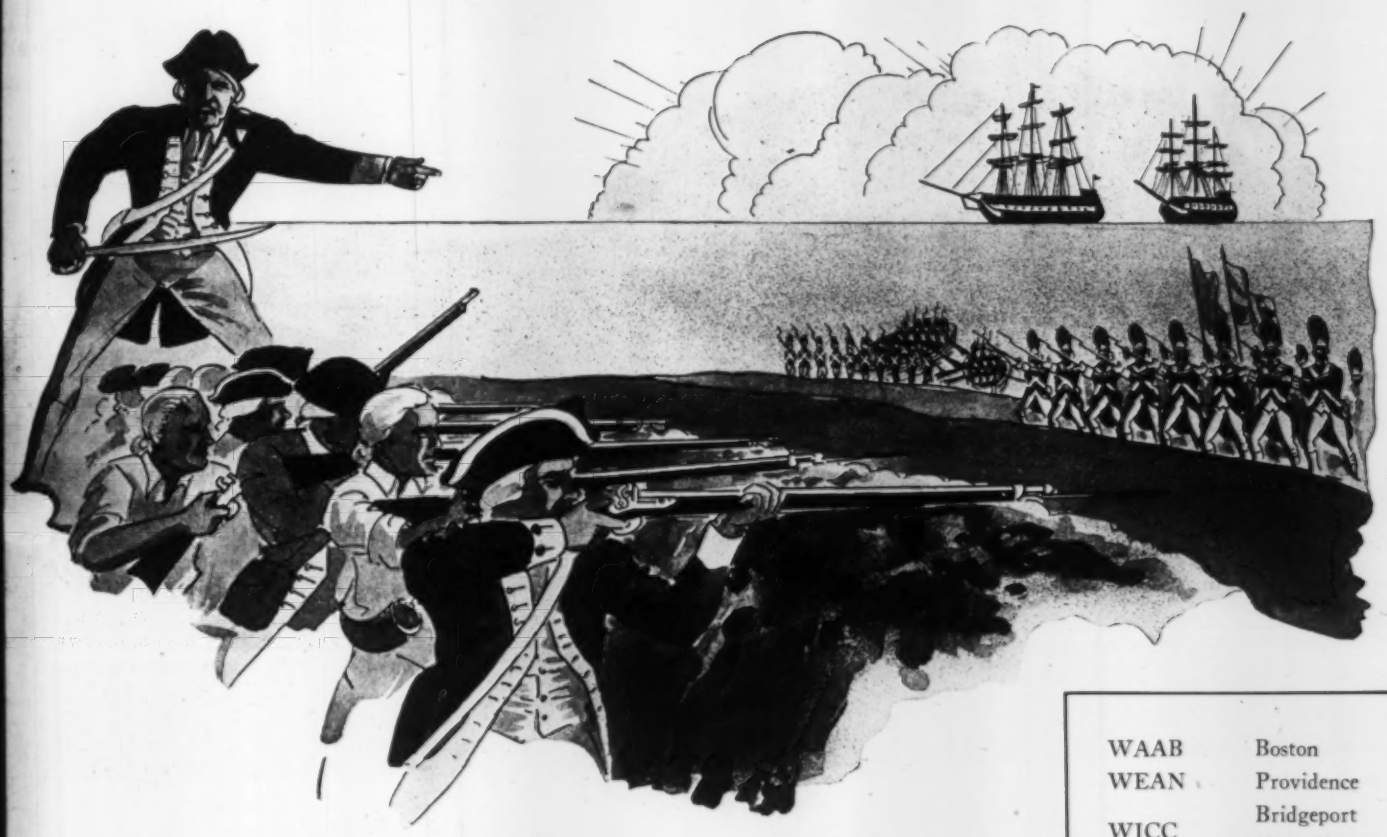
KLZ *Denver*

Affiliated in Management with WKY and the Oklahoma Publishing Co.

Representative E. KATZ SPECIAL ADVERTISING AGENCY

XUM

"Don't fire till you see the whites of their eyes!"



AT Bunker Hill, Colonel Prescott did not have to explain that a volley at short range would have a more devastating effect than long range sniping. His men knew they couldn't miss a big target, close up.

Like the men at Bunker Hill, you are aiming at a mass formation in every New England major market. You can't miss if you are close enough to the target.

It is the function of the Colonial Network to bring the big targets into close range — 15 of them. Each station covers an important retail center where nationally advertised merchandise moves across the counters in large volume.

The network strength of Colonial's 15 stations is a powerful medium for mass appeal to create volume sales for you in these same markets.

Colonial stations also provide lower-cost access to this wide-spread area and a greater choice of desirable time.

Choose the Colonial group. Bring your entire New England market into close range economically.

WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield, Mass.
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta
WNBX	Springfield, Vt.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

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XUM

JUST OFF THE PRESS!

THE COMPLETE CATALOG OF RECORDING SERVICE FOR AGENCIES, ADVERTISERS AND STATION OPERATORS

Ready for your permanent files and available on request, this catalog gives complete information on transcription programs for radio broadcasting—answers many questions about effective spot broadcasting.

WRITE TODAY FOR YOUR FREE COPY

NATIONAL BROADCASTING COMPANY

ELECTRICAL TRANSCRIPTION SERVICE

RCA BUILDING, RADIO CITY, NEW YORK **MERCHANDISE MART, CHICAGO**

A RADIO CORPORATION OF AMERICA SUBSIDIARY

From service for two to SERVICE FOR 34!

THERE will be Tudor Plate on tables in thirty four American cities this Fall because of a program in the Fall of 1936 over WGR, Buffalo, and KSTP, St. Paul. WGR does not claim coverage in half of those thirty four cities (despite new, ultra-modern equipment and the highest vertical radiator in New York State). Here's the story:

"Peggy Tudor" was first heard by Buffalo and Minneapolis-St. Paul listeners in a test campaign to determine whether daytime radio could sell medium-priced silver plate. Retailers were invited to the WGR studios to hear "Peggy Tudor" and to see the line of Oneida Tudor Plate. They were enthusiastic about both.

The public was equally enthusiastic, and the sales curve in the test markets began to climb. The radio schedule that started with service for two goes to service for thirty four this Fall.

Success of the thirty four station campaign is a foregone conclusion. "Peggy Tudor" has been thoroughly tested over an ideal test station in a natural test market. WGR's daytime audience is quite willing to serve as the laboratory material for your test this Fall. We'll wrap it up and deliver it in any package of time that you suggest.

P.S. Yes, Batten, Barton, Durstine and Osborn have schedules all set. Please don't call them or us about the list.

WGR·WKBW
"The ends of the dial"

OWNED AND OPERATED BY THE BUFFALO BROADCASTING COMPANY . . *Represented by Free & Peters Inc.*

SELLING POWER ON THE ★ TEXAS GULF COAST

THESE
2
STRATEGICALLY LOCATED STATIONS
BLANKET
THIS RICH FIELD

★ *Listed as one of the three most prosperous sections*
IN AMERICA

KXYZ
HOUSTON
NBC
Blue

KRIS
CORPUS CHRISTI
NBC
Red and Blue

¶ A cheerful willingness to spend money for worth-while products is characteristic of the South Texan. No hoarder, he, and now that wages are up and work is plentiful, he has plenty of money to spend . . . and he's spending it. Many of his purchases are influenced by what he learns from KXYZ or KRIS—for, no matter where he is located on the Gulf Coast, it's dollars to doughnuts that one of this fast-moving duo is his chief reliance.

¶ . . . and, back of this constant influence that reaches into practically every home in one of the Nation's most prosperous sections, there is a merchandising service that, through frequent contact and a feeling of mutual confidence, operates to keep dealers actively, personally interested in the products we "go to bat for"

¶ We have said in former advertisements "These stations are interested primarily in creating Advertising Value for the buyer of station time." It is this dominant interest, recognized and appreciated by advertisers, that has made our amazing growth possible . . . and that has enabled us to score decisively in every case where effective merchandising could be brought into the picture.

¶ An attractive combination rate puts both these stations, and two complete merchandising units to work at one small cost.

NATIONAL REPRESENTATIVES
Graham A. Robertson
Chicago New York

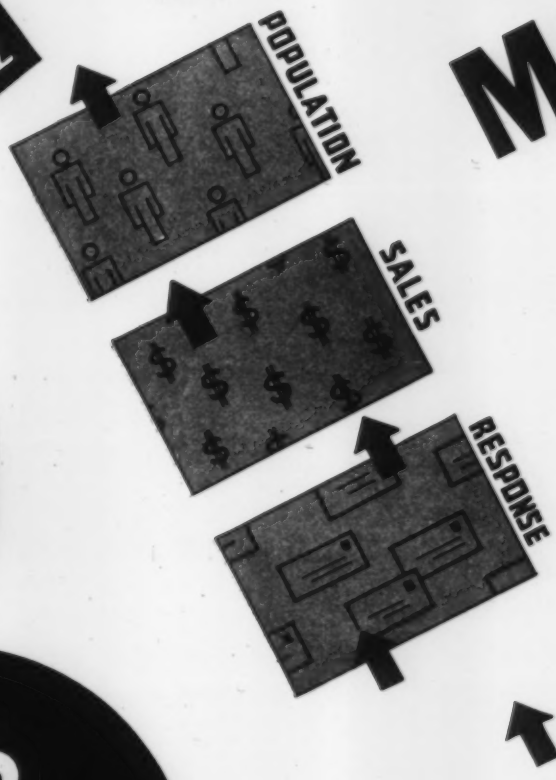
KXYZ • KRIS

General Offices
GULF BUILDING HOUSTON, TEXAS

ASK US FOR THE INFORMATION YOU NEED ABOUT SOUTH TEXAS

. . . . . We Know the Gulf Coast

SALES MAGNET



WBZ
50,000 WATTS
BOSTON, MASS.
WBZA
1,000 WATTS
SPRINGFIELD, MASS.

TOPS IN SPOTS

Given mediums such as WBZ and WBZA, serving the largest concentration of purchasing power in New England, and your program becomes a magnet for sales. Records prove the response WBZ and WBZA attract.

Basic Blue Network Stations
Completely Programmed by NBC

"Take some letters, Miss Schmutz!"

STOP, Miss Schmutz! — if they're *call* letters you're taking, we can help you make a good selection!

First, because we know exactly what station in every part of the country can do the best kind of job for your particular product. . . . Second, because we know what *times* are best for you in each section. . . . Third, because we have a pretty good idea of what *programs* are most effective for products in your classification. And remember that all those factors *vary* from season to season and from year to year.

So let us help you pick your stations. Naturally enough, we'll hope that all our list will meet your needs. But if they don't, we'll *tell* you . . . and ten to one you'll be glad you called us in. How about it?

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

NEW YORK — 110 East 42nd St. — Lexington 2-8660

CHICAGO — 180 N. Michigan — Franklin 6373

DETROIT — New Center Bldg. — Trinity 2-8444

SAN FRANCISCO — One Eleven Sutter — Sutter 4353

LOS ANGELES — C. of C. Bldg. — Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 4 WASHINGTON, D. C., August 15, 1937 $3.00 A YEAR — 15c A COPY

Thorough Senate Radio Probe Seen Certain

White Resolution Gets Favorable Report; President Considering Many More Names for FCC Vacancies

AN ALL-inclusive inquiry into the radio regulatory structure, involving top personnel of the FCC and striking at the roots of the law under which it functions, now appears imminent as a result of activities on the Washington scene during the last fortnight.

With two appointments on the FCC to fill existing vacancies expected momentarily, another Congressional manifestation of attitude toward radio and the FCC developed suddenly Aug. 11 when the Senate Interstate Commerce Committee reported favorably the sweeping White Resolution (SRes-149) for a "fact-finding" inquiry into all phases of broadcasting and communications practices and regulation.

Unless Congress adjourns posthaste, the resolution [BROADCASTING, July 15] will be passed and the probe begun—probably in November or December, or just before the new Congress convenes in January. A fund of $25,000, to defray investigation expenses, and to compensate special counsel, is sought.

Looking for Business Man

At the White House it was ascertained that President Roosevelt has before him several dozen names as prospective appointees to fill the two vacancies existing on the FCC —one of them the chairmanship vacated by the death last month of Anning S. Prall. That he is searching for an outstanding figure in business life for the FCC helm has been clearly indicated, but he appears to be having difficulty in getting that type of man to accept the call.

In informed circles, it is thought the Administration desired to short-cut a possible inquiry into the FCC by appointing to the existing vacancies men of highest reputation. The White House has indirectly resisted other investigation efforts, it is reported, because it was loath to see a New Deal agency under possible political attack and because the presidential family itself probably would be drawn into the inquiry. The position of Elliott Roosevelt, son of the President, as vice-president of Hearst Radio in charge of its Southwestern stations; his status as a prospective station owner in his own right by virtue of his purchase of KABC, San Antonio, subject to FCC approval [see page 12]; a similar purchase of KFJZ, Fort Worth, by Mrs. Elliott Roosevelt, also awaiting FCC approval; the former radio activities in New England of James Roosevelt, eldest son of the President, now of the White House secretariat—all have been mentioned as possible inquiry fodder.

If the Senate approves the far-reaching 27-point White Resolution [see July 15 issue for text] during the waning days of this session, then it is likely that the Interstate Commerce Commission will begin its inquiry in November or December, or before the next Congress convenes. Senator Wheeler (D., Mont.), chairman of the Committee, favors such procedure, as does Senator White (R., Me.), author of the resolution and the best informed man in Congress on radio and communications.

The inquiry, which Senator White repeatedly has asserted would be in the nature of a "fact-finding" study rather than a "fishing expedition", probably would be directed jointly by the chairman and the Maine Senator, with the full committee of 20 members rather than a subcommittee sitting. A fund of $25,000, for retention of special counsel and clerical assistance is sought, together with customary authority to subpoena witnesses and records and to hold meetings at the call of the chairman whether or not Congress is in session.

Members of Committee

Members of the Committee in addition to the Chairman and Senator White are: Democrats—Smith, South Carolina; Wagner, New York; Barkley, Kentucky; Neely, W. Va.; Dieterich, Illinois; Lonergan, Connecticut; Brown, New Hampshire; Bone, Washington; Conahey, Ohio; Minton, Indiana; Moore, New Jersey; Truman, Missouri; Andrews, Florida; Johnson, Colorado, and Schwartz, Wyoming. Republicans—Davis, Pennsylvania; Austin, Vermont. Farmer-Labor—Shipstead, Minnesota.

Should the resolution fail of enactment at this session, its consideration at the very outset of the next Congress in January is regarded as a certainty. In the House there is pending the Connery Resolution (HRes-92) for an inquiry mainly into alleged monopolistic tendencies in broadcasting by a select committee, but the necessary rule to bring it up on the floor has not been forthcoming in spite of strenuous efforts by some members to jar it loose.

The White Resolution embodies a full portrayal of perhaps every question raised pertaining to broadcasting and its regulation during the last half-dozen years. It also covers comprehensively the common carrier aspects of communications and its regulation. In addition to monopoly questions, it goes into purported playing of politics by the FCC; sale of stock by stations and companies; so-called "trafficking" in licenses; extent and desirability of newspaper ownership of stations; effect of chain operations upon affiliates and independent stations, and the desirability of special regulations governing claims; time used for broadcasting of commercial programs, and whether there should be control or regulation of advertising; investments, sales prices and fair value of stations; geographical distribution of facilities; advisability of rate regulation, and related subjects.

The Senate Committee action was without dissent among the ten members present. Chairman Wheeler was out of town but recommended favorable action before his departure. The actual legislative course to be pursued, according to Senator White, awaited the return of Senator Wheeler during the week of Aug. 16.

Senator White has openly indicated that the FCC rather than the broadcasting industry would be the primary subject of inquiry. He, along with Chairman Wheeler, has repeatedly criticized current FCC practices, and both have questioned the advisability of newspaper ownership of stations.

FCC Nominee List Grows

Just when the new FCC appointments will be made, remained in doubt as BROADCASTING went to press. At his semi-weekly press conferences, the President stated he was giving consideration to the vacancies and that he proposed to fill them while Congress is in session so as to procure Senatorial confirmation, rather than make recess appointments without such confirmation.

Many names—possibly 50—have been presented and considered at the White House. Several prospec-

(Continued on Page 62)

Payne Resumes Personal Investigation Of Crosley in Letter Asking WLW Data

CONTINUING his one-man campaign against WLW and its 500,000 watts, begun during the October allocation hearings, Telegraph Commissioner George H. Payne on Aug. 14 wrote Powel Crosley, chief owner of the station, requesting detailed information on the financial structure and profits of the station.

In his letter, given out to newspapermen on Aug. 13 but dated Aug. 14 for release on Aug. 16, the Commissioner said he asked certain questions at the October hearing regarding the "monopoly" of "unusual power of 500,000 watts" held by WLW "under the guise of an experimental license in the interests of science."

He added there is no great secret about the fact that instead of this experimental license being for scientific research, "it is used simply as a means of earning unusual commercial profits." He added that Mr. Crosley had not yet furnished the information and that no answer to his letter of Nov. 10, 1936, had been received.

The five-page Payne letter issued as an FCC press release, mentioned an invitation extended to attend a baseball game on June 30 along with an informal lunch. "As I had never met you," the letter said, "the invitation and the proffered 'good fellowship' seemed unusual. When I wrote, however, that an official letter that I had addressed to you had remained unanswered for over six months, the problem became one not of gaucherie but of defiance of the law."

The Payne letter also made mention of a "gratuitous and valuable advertisement" of WLW contained in the last FCC annual report which he said was "surreptitiously inserted". Obviously, he alluded to the so-called clear channel survey of the FCC Engineering Department which, on the basis of postcard returns, showed WLW to be the first station among rural listeners in 13 states. The Payne letter made mention of the speech of Senator White (R-Maine) on March 17 relating to radio and monopoly and another on July 19 by Rep.

(Continued on Page 62)

XUM

Is AFM Acting as the Catspaw of ASCAP?— *An Editorial*

RADIO faces another crisis. The American Federation of Musicians threatens to strike Sept. 16 unless the broadcasting industry brings in an acceptable plan for reemployment of musicians. AFM lays down "14 points" to broadcasters and 16 more to transcription and phonograph record manufacturers, which, if complied with, would spell the doom of many independent stations—conceivably destroy the industry.

The whole operation of AFM has a familiar ring. It fits the mould of ASCAP which has several times subjugated the broadcasting industry by employing a technique of manipulation and lobbying seldom encountered in other pursuits. We find that the very plans of AFM's international board were concocted in the ASCAP headquarters in New York; that the "conferences" at which the AFM demands were made likewise were held in those offices, and that ASCAP is openly seeking to align itself with the American Federation of Labor of which AFM is a chapter.

At this juncture we interpose several questions: Can it be that ASCAP is aiding AFM in an effort to divert the industry's attention from its own copyright campaign, which has had rather telling effect in recent months? Is it ASCAP's plan to slide under the wire when present contracts expire at the end of 1939 with more arbitrary demands for increased royalties for the right to perform music? We'll leave the answers to the reader's judgment.

Sound Movies Created Unemployment

Why should the musicians make the demands they do from radio because of unemployment? The movies, and not radio, are responsible for it. From the day in 1927 that the first sound picture (*The Jazz Singer*, with Al Jolson) appeared, the local musician began to hit the skids. The fiddler and the two-fingered pianist, the organist and the horn-tooter, in thousands of local motion picture houses, lost out. Only theatres having stage shows kept staff orchestras. Few of them were qualified for anything else and have remained without musical employment. (Many are only musicians on the side, anyway.)

And the movies, we understand, have made their peace with AFM simply by agreeing to cease re-recording, or "dubbing" of music from film to film or film to disc, and thus making mandatory the use of an original orchestral rendition for each film production. There isn't any requirement for "stand-by" orchestras in theatres throughout the country, and the producer isn't "licensed" by AFM.

Now let's see where radio came into the picture. About the time of the advent of the sound picture and the demise of the theatre orchestra, broadcasting began to come into its own. NBC was born in 1926. CBS came the following year. Both hired many musicians. Name bands began to prosper. There are several hundred today, getting radio spots, touring circuits, answering an unprecedented demand. Before radio the name bands could be counted on one hand.

A Local Problem for AFM

Also, we understand, the various locals of the AFM are autonomous. They decide for themselves the rules under which they function. Are they in sympathy with AFM demands on a national basis? It seems to us that the matter is one for the locals to decide with their local stations and not for the national organization to attempt to solve.

The fact is that the bulk of the unemployed musicians probably could not qualify for radio anyway. The majority are old motion picture house musicians, or symphonic players whose instruments are the oboe or the French horn or the flute. Radio does not require that type of talent because the public does not demand it. The modern tempo requires modern musicians. If the driver of the one-horse street car couldn't qualify as a motorman, the traction company didn't pay him for "stand-by" work.

We do not contend that AFM does not have an unemployment problem. The nation has one too. But we do protest any such demands as are being made of broadcasting as confiscatory, unjust, audacious and impossible of accomplishment. AFM, we understand, has 125,000 members who pay a tax of 10 cents per month per man. It is said to have a bank balance of $3,000,000. With that fund, and with a prosperous paying membership (thanks largely to radio employment and promotion) it should be able to work out a form of unemployment relief for the older men who no longer fit into the modern musical sphere, without sapping the life-blood of radio.

There is perhaps some justification for the demand against so-called "dubbing" or re-recording of music for transcriptions. Likewise, we can see where the off-the-air recordings cut in on work to which musicians are entitled. But this proposal to make mandatory the employment of stand-by musicians whose chief work could be thumb-twiddling, and the "licensing" of stations and transcription companies by AFM, is untenable.

We think it high time that radio again assert itself. It did when Warner Bros. attempted to pull out of ASCAP, only to find that without plugging its motion picture business was seriously threatened. We think radio should not permit itself to be sabotaged and intimidated in the way proposed, even if radio suffers temporarily in the effort.

Plenty of Other Material

Let AFM call its "general strike" next September if it does not care to get down to reason. There are quite a few thousand good phonograph records around which would make excellent program material in a pinch, along with hundreds of playing hours of high-quality transcriptions. Script shows, too, go nicely a part of the time, and of course the broadcast day, in such an emergency, can be abbreviated.

A few days, or even weeks, of that sort of operation, with the public kept fully apprised by the stations at regular intervals of the reasons for it, probably would shake AFM out of its dictatorial complex. And how long would AFM remain what it is if its best paying members, unwilling to accede to such orders, pulled out? Would CIO stand idly by with such an opportunity to crash into one of the strongest units in the AFL?

The public wants its radio. It isn't concerned about copyright or the degree of unemployment existing among 125,000 AFM members, who happen to have a parent organization with $3,000,000 in the bank.

If there is going to be a strike, let's have radio walk out on the musicians, too—and make it unanimous.

Sleet Master Campaign Timed for Fall, Winter

ANDERSON Co., Gary, Ind. (Sleet Master), will use a Saturday afternoon sports and news program this fall following football broadcasts on WOR, Newark; a Saturday evening sports summary on WIND, Gary; participation in *Heinie's Grenadiers* on WTMJ, Milwaukee; *Yankee News Service* five times weekly on WNAC, Boston, WEAN, Providence, and WTIC, Hartford; and daily weather reports on WOKO, KDKA, WHAM, WFIL, WFBR, WRC, WRVA, WMC, WGN, WFBM, WJR, WTAM, WCKY, WTCN, WHO, KSD, KMBC, KFAB, KOA, KVOO, WFAA, KTHS and a few other stations yet to be selected. Schwab & Beatty Inc., New York, is agency.

Ralston on for Year

RALSTON PURINA Co., St. Louis (cereal), on Aug. 30 will start a series of thrice-weekly transcriptions, quarter-hour in length, for a full year on 25 stations. Time of presentation will vary slightly but for the most part will be broadcast around 7 a. m. The account is placed by Gardner Adv. Co., St. Louis. Stations are WHO, WBAP-WFAA, WWL, WLS, KDKA, KMOX, WCAU, KOA, WBZ-WBZA, WFLA, KMBC, WRVA, KARK, WKY, WLW, KPRC, KTSA, WSB, WGY, WOW, WCSH, WHAM, KFH, KWTO, WBT.

KFAM are the call letters assigned by the FCC to the new 100-watt station on 1420 kc. which it has authorized the *St. Cloud* (Minn.) *Times-Journal* to construct.

WCTU Plans Drive

WOMEN'S CHRISTIAN TEMPERANCE UNION, Evanston, Ill. is currently planning a series of 12 weekly quarter-hour transcriptions depicting the evils of drunken-driving. Last spring eight weekly transcriptions were used on 52 stations in 41 states and an even larger group will be used this fall. Each state WCTU unit will place the transcriptions locally, according to Mrs. Munns, an official at the national headquarters in Evanston. Critchfield & Co., Chicago, is the agency.

LINTON WELLS, noted American newspaper correspondent and globe-trotter, whose book of memoirs *Blood on the Moon* was published in July, has been signed for a sustaining series titled *Bit of Life* to be heard on NBC-Red Saturdays, 8:30-8:45 p. m. (EDST), starting Aug. 21.

Coughlin May Return

FOLLOWING conferences the week of Aug. 16 with his new Archbishop, Edward Mooney, Father Coughlin is expected to announce plans for a new series of broadcasts over an independent hookup similar to those previously used. Tentative plans call for a 26-week Sunday series to begin Oct. 31.

Pancake Flour Spots

ALLIED MILLS Inc., Chicago (Kreemex Pancake flour), will start 25-word to one-minute announcements on at least seven eastern stations Sept. 25, five and six times weekly. Other eastern stations may be added. Stations chosen so far are WGR, WESG, WHEC, WFBL, WSYL, WIBX, WLEU. Morris-Schenker-Roth Inc., Chicago, is agency.

Industry Conferences Seek Music Solution

Stations, Networks Prepare Plan to Avert Strike

By BRUCE ROBERTSON

PUSHING all other duties to one side, leaders of the broadcasting industry are working on plans to present before the American Federation of Musicians on or before Sept. 16, when conferences regarding employment of additional musicians in radio will be resumed.

At the breakup of the first conference with the executive board of the union, from July 26-Aug. 3, the musicians ordered the representatives of the networks to return on Sept. 16 with a statement of how many additional musicians the industry will absorb. If that statement is not forthcoming, says the union, a general musicians strike will be called.

All during the week broadcasters had repeatedly pointed out that the problem is essentially a local one, to be worked out in each city between the stations and the local musicians union, but the AFM refused to view it in that light. "It is an industry problem," they said, "affecting the entire country and it must be settled on a national basis. We can speak for the entire 125,000 members of the AFM and we believe that you representatives of national and regional networks should be able to speak for the broadcasting industry."

Demands of Union

Faced with this ultimatum, representatives of the NAB, NBC, CBS, MBS, Yankee and Colonial, and Don Lee networks, sent out two letters to all broadcasting stations. The first letter, outlining the demands that the union had made on broadcasters, was dispatched July 31 and was printed together with the demands in the Aug. 1 issue of BROADCASTING.

The second letter, sent Aug. 5, contained the demands made by the union on the transcription and record manufacturers and discussed the AFM plan for licensing stations, that is, permitting stations which employ a number of musicians satisfactory to the union to broadcast records and transcriptions as well, and forbidding the makers of these reproductions to supply them to unlicensed stations under threat of themselves being deprived of the services of union men.

A special meeting of some 30 leading broadcasters at the Stevens in Chicago on Aug. 14 was called Aug. 11 by Credo Harris, manager of WHAS. Among those expected to attend were Walter Damm, WTMJ; Arthur Church, KMBC; Harry Stone, WSM, and Martin Campbell, WFAA. Presumably the meeting would discuss a method of approach on the musicians matter and determine whether the broadcasters individually or collectively should deal with AFM.

Throughout his discussions with broadcasters, Mr. Weber has stressed the working out of a "suitable yardstick" which might be applied by AFM in connection with broadcasting.

NAB to Make National Survey

AN INDUSTRY-WIDE survey on the musicians' situation will be undertaken at once by the NAB, it was decided Aug. 13 by John Elmer, NAB president, and James W. Baldwin, managing director. To serve as a clearing house on industry information in connection with the current deliberations with the American Federation of Musicians over unemployment, Mr. Baldwin will send a questionnaire to all stations seeking data on employment and musical talent payrolls. AFM has claimed that the aggregate musical employment within the industry totals 781 men, on the basis of a survey it has made. This figure, however, is questioned as being too low. In canvassing the industry, the NAB will urge prompt return of the questionnaires to permit it to collate the necessary data at the earliest possible time. Throughout the conversations with the AFM, both the NAB and the networks have consistently stated they could not bind their respective members and affiliates in any agreement. The NAB survey, it was emphasized, is not to be construed as a move toward collective action by the industry, but is simply a fact-finding matter.

The Aug. 5 letter continued:

Both the purpose and tactics of the AFM are obvious. The AFM insists that many more musicians be regularly employed by broadcasting stations. It has elected not to follow the ordinary practice of approaching radio stations individually through local chapters of the AFM and considering the problem of each radio station locally and on its own merits, but, rather, to put pressure on broadcasting stations by attempting simultaneously and by national action to deprive them of the services of union musicians, not only at the stations and by remote control, but also through the medium of electrical transcriptions, network programs and phonograph records. We have urged that this approach is not a fair one.

The International Executive Board of the AFM, rather than the local unions, has assumed exclusive jurisdiction to determine whether the number of musicians employed by any particular station is "satisfactory", although rates and, presumably, hours will be determined by local regulation. What number will be satisfactory to the Board it declines to say and we have no means of knowing.

It is clear that every broadcasting station must solve this problem for itself, bearing in mind, however, that the problem must be solved for the industry as a whole, and that the solution by each broadcasting station of the problem as it relates to that station will contribute to a solution of the entire problem for our industry.

We urge upon each broadcaster that he address himself to this problem as one of the most serious which has confronted our industry. All of the undersigned will continue to work cooperatively and to meet at intervals in New York during the period between the date of this letter and Sept. 16. It is our feeling that broadcasters will find it useful not only to confer with any one or more of us in order to get the full story of what has happened and what is happening but also that they will find it advantageous to confer with the appropriate persons at the AFM. The officers of the Federation have notified the broadcasters that they will be available for conferences during the ensuing period, and an executive committee of three has been or will be appointed which can be convened on two days' notice.

The solution to the present difficulty depends upon the cooperation of each and every member of the broadcasting industry. The undersigned cannot commit or even speak for you. Your cooperation is needed and needed now.

By letter and wire the networks are urging their affiliated stations to send representatives to New York to confer with them and with the AFM subcommittee, consisting of Weber and two other members of the executive board, selected from the entire board as available. NBC is arranging individual appointments for its stations; CBS is making group appointments for a number of its stations at a time. Both of these networks expect that by Sept. 1 the majority of their stations will have personally discussed the situation with union officials.

Two main purposes are achieved by these meetings: The station men are given a chance to present their individual problems before the union executives and to show the latter that the final decisions on how many men each station can employ must eventually be made with the local unions, and the individual broadcasters are also given a first hand view of the seriousness of the situation, which quite a few broadcasters have been inclined to laugh off or to consider as something for the networks and the NAB to handle but as of no special concern of the individual stations.

Asks "Collective Answer"

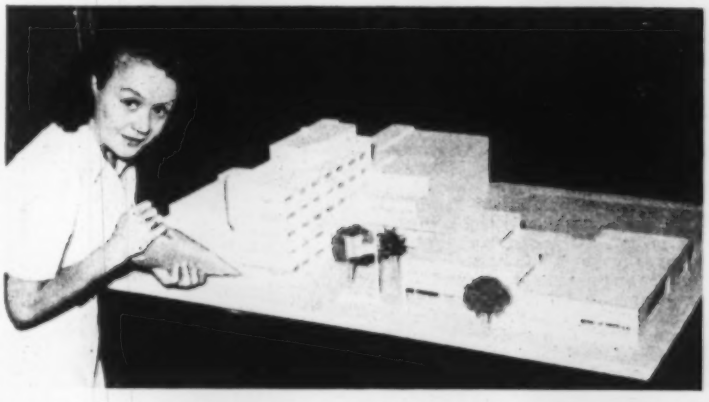
Typical of the meetings now being held was one Aug. 6, when union officials met with a CBS delegation including Arthur Church, KMBC; Lee Coulson and Joe Eaton, WHAS; J. I. Meyerson, WKY, KLZ and KVOR; I. R. Lounsberry, WGR and WKBW; John A. Kennedy, WCHS, WPAR and WBLK, and John R. Beacham, WJNO. These broadcasters discussed their local situations and offered to work out individual arrangements, only to be met by Weber's insistence that the problem is one for the industry to deal with collectively.

"Find out how many men you can hire," he said, "and tell your representative so he can give us your collective answer Sept. 16."

Asked how many musicians they would have to employ to be given a satisfactory listing by the AFM, and on what basis they should figure, Weber replied that these were questions for the broadcasters and not the musicians to decide. A suggestion was made that station rates be used as a basis of figuring, that, for example, a station employ one staff musician for every $10 of its one-time evening quarter-hour rate. But with the wide variation in minimum hour and wage requirements among the various local unions, it was pointed out that this would not work out fairly to the broadcasters, and again it was urged by the broadcasters that the AFM turn the whole problem over to its locals to work out, which suggestion Weber again turned down.

As this sort of experience is apparently to be expected from all such informal conferences, network officials are urging their stations to consider their local situations carefully and to report how many musicians they will be willing to add to their payrolls to either the networks or to the NAB before Sept. 16. "Unless we can present some kind of an industry figure to the AFM at that time," one network executive stated, "we will find ourselves faced with a gen-

(*Continued on page 60*)



CBS SUGAR-CAKE MODEL—Complete in every detail is this four-foot cake model of the new CBS "million-dollar" Hollywood studios, now under construction. Gogo de Lys, CBS artist making guest appearances on network programs from the Coast, is applying the sugar-gun. The model, constructed from rough plaster and finished architects' plans by Gus Waser, chef of the Los Angeles Biltmore, includes landscaping, internal lighting, windows and other architectural features.

Union Battle Squeezes WHN Pending Labor Board Decision

AFL Threatens to Call Strike of Its Affiliates; Station Willing to Accept Either AFL or CIO

By PAUL C. BRINES

WHN, New York, found itself in the middle of the bitter warfare between the Committee on Industrial Organization and the American Federation of Labor at a hearing in Washington, Aug. 11, before the National Labor Relations Board on the unionization of its 18 engineers.

AFL spokesmen threatened to call a strike of Federation affiliates if the WHN technicians joined the American Radio Telegraphists Association, a CIO affiliate, rather than the International Alliance of Theatrical Stage Employes & Motion Picture Machine Operators, its member union. Behind the apparent question of which union the technicians should join lay the essential issue of craft union (CIO) versus the industrial union (AFL), a struggle that involves the future of broadcast labor relations.

Testimony taken before a trial examiner of NLRB in New York July 6 [BROADCASTING, July 15] plainly showed that the 18 WHN technicians wanted to join the ARTA and had signed an agreement, it was stated.

Irving H. Greenfield, counsel for WHN, said the station would negotiate with either union, but when AFL threatened a strike powerful enough to force it off the air, he declared that WHN didn't know what to do. WHN is owned and operated by the Loew Booking Agency, which is owned in turn by Loew's Inc., Metro-Goldwyn-Mayer subsidiary. The majority of Loew's employes are members of some AFL affiliate and a general strike would not only force WHN off the air but would tie up the whole entertainment field, Mr. Greenfield said. He added that WHN had lost $2,000,000 in its 12 years of operation and suggested the NLRB direct the 18 technicians to join IATSE so that a strike might be averted.

Are Technicians Entertainers?

The essential question was whether or not radio technicians are an actual part of the entertainment business. Murray S. Kaplan, counsel for IATSE, argued that engineers are so closely connected with radio presentations that they are a part of the entertainment business and as such belong under the IATSE. He said that IATSE contracts are closed shop contracts and that IATSE controls the men who employ the WHN technicians. He stressed the point that AFL has had jurisdiction over WHN since 1932 and that ARTA did not begin to bargain with the employes until May 1937. CIO, he continued, controls only five radio employes in New York City and only 100 radio employes in the United States whereas affiliates of AFL have held a dominant position in the entertainment field since 1903.

Chairman J. Warren Madden of NLRB asked Mr. Kaplan if he felt the wishes of the 18 technicians should be respected in the selection of a union. Mr. Kaplan replied that a minority of employes should not be allowed to dominate a situation now controlled by an AFL majority.

Mervyn Rathborne, president of ARTA, argued that the broadcasting industry is separate from the entertainment industry and that radio engineers are not connected with entertainment. He stated that only 10 stations in the country are owned by theatrical enterprises. The technicians of Warner Brothers' KFWB, Hollywood, are members of CIO, he said.

Of the remaining stations CIO has membership in 50 and contracts with seven or eight. He referred to newspaper-owned stations and argued that it would be absurd to consider the press as a bargaining unit. He pointed out that radio technicians are licensed by the government and may be employed in a business that has no connection with entertainment. The CIO, he concluded, has no desire to enter the entertainment field, but does insist that it has a legal right to organize radio engineers.

The hearing ended with counsel for AFL threatening a strike and counsel for CIO urging the NLRB to accept this challenge and uphold the laws of the United States. WHN remained in the middle. The NLRB was expected to hand down its decision within a week.

WJJD-WIND, WXYZ JOINING WLW LINE

WITH THE addition of two major market outlets — WJJD - WIND, Chicago, and WXYZ, Detroit—effective Sept. 15, the WLW Line will comprise at least six stations, and other affiliations are in the offing.

Keyed from the 500,000 - watt Cincinnati station, the "line" is being built not as a nationwide network entity, but as a means of providing a new unduplicated program service outside the WLW primary service area. Other stations in the group in addition to WLW are WHN, New York; WFIL, Philadelphia, and KQV, Pittsburgh.

The Line is represented nationally on an exclusive basis by Transamerican Broadcasting & Television Corp., of which John L. Clark is president. Both WJJD and its sister station WIND will affiliate in the Chicago-Gary area because the former station, a 20,000-watt outlet, operates limited time, while WIND with 5,000 watts day and 1,000 watts night, operates full time. Neither station is now a network outlet.

WXYZ is a member of the NBC basic Blue, and also is the key station of the Michigan Network. It operates with 1,000 watts power. The arrangements with the Chicago-Gary outlets were consummated by Virgil Reiter Jr., Transamerican vice - president, with Ralph L. Atlass, president of WIND and WJJD.

BILL BACHER, formerly producer of the CBS *Hollywood Hotel* program sponsored by Campbell Soup Co., from Hollywood, was scheduled to take over the duties of Metro-Goldwyn Mayer Studios radio supervisor and production executive, on Aug. 15, reporting at the Culver City, Cal. plant.

NORMAN CRAIG

Mrs. Craig in Charge Of Representative Firm After Husband's Death

NORMAN CRAIG, president of the station representative firm of Craig & Hollingbery Inc. and manager of its New York office, died suddenly of a stroke at his home in New York on July 31. His interest in the firm was inherited by his widow, Jeanne Craig, who had been active in the business and who has taken over many of her husband's duties as head of the New York office.

No new president has been elected as yet, George Hollingbery continuing as head of the Chicago office and F. Edward Spencer as general manager of the New York division. No changes are contemplated in the lineup of stations represented by the firm, to which WDRC, Hartford, was added on July 30.

Mr. Craig, who was 63 at the time of his death, was a pioneer in the station representative field, entering it with Scott Howe Bowen in 1928, and later forming his own organization. He began his business career as a stenographer with Armour & Co. in Chicago, later becoming manager of a group of branch offices for that company, which he left to enter the advertising business. He served as vice-president of Fuller & Smith and in the same capacity with Frank Seaman and was later associated with Campbell-Ewald before entering the representative field.

Graham-Paige Spots

GRAHAM - PAIGE MOTORS Corp., Detroit (motor cars), has started 100 - word announcements four times weekly over the Michigan Network. In addition announcements are being used on KRNT, Des Moines, and WBEN, Buffalo. The auto firm has also renewed its ten-minute program broadcast six times weekly on WCAU, Philadelphia, and is using one-minute announcements on WBZ - WBZA, WJSV, WISN and WOR. J. Walter Thompson Co., Chicago, has the account.

Elliott Roosevelts Get Second Station

Acquire KABC, San Antonio, From Present Operators

PURCHASE of a second station—KABC, San Antonio—by the Elliott Roosevelts, was effected Aug. 2, subject to FCC approval.

Henry Lee Taylor, San Antonio attorney and part owner of KABC, announced Aug. 2 that plans for sale of the station to Mr. Roosevelt, second son of the President, and Southwest vice - president for Hearst Radio, had been completed and that an application seeking official approval would be filed. The purchase price was said to be in the neighborhood of $55,000 on a "sliding scale" basis.

Last June Mrs. Elliott Roosevelt, the former Ruth Goggins of Fort Worth, purchased the majority stock in KFJZ, local station operating on 1370 kc. The application for assignment of license was set for hearing by the FCC Broadcast Division at its meeting July 30.

KABC operates on 1420 kc. with 250 watts local sunset and 100 watts night. In addition to Mr. Taylor, who owns 30% of the stock, other stockholders include Mrs. Thurman Barrett, holder of 35%, and R. E. Willson, produce broker, holder of 30%.

Mr. Roosevelt it is understood, has arranged for the purchase of KABC as an individual investment rather than for Hearst Radio. He has been Hearst Radio vice-president in charge of its Southwestern stations for the last two years.

Strike Crisis Is Eased By Philadelphia Stations

RADIO stepped into action in Philadelphia Aug. 2-4 when a local trucking union strike affected the movement of 5,000 trucks and tied up food deliveries. WCAU immediately installed lines in Mayor Wilson's reception room in City Hall under the supervision of Ken Stowman, public relations director, and all six stations in the city joined together to broadcast news bulletins, reports and comments by the Mayor. The broadcasters stayed at their posts day and night for three days until the settlement of the strike was first announced over the radio by Mayor Wilson.

Micky Fields, writing in the local *Radio Press*, commenting on the work, called it one of the greatest radio jobs ever attempted in Philadelphia, and particularly commended the stations for forgetting their rivalries and cooperating for the common welfare.

Cuban Tobacco Plans

DISCLOSURE of the intention of the Cuban tobacco industry to use radio advertising in this country developed Aug. 7 with the receipt of a cablegram by WCKY, Cincinnati, from President Bru of the Island Republic. In a message to L. B. Wilson, congratulating the station on dedication of its new 10,000-watt transmitter, President Bru said WCKY is received clearly in Cuba and is "a great help" to the commercial relationship of America. "We will soon use your station as a medium for advertising for Cuban tobaccos abroad," the message said.

Peanutville's Kindergarten for Agencies

By WALTER J. DAMM

Tricks of Time Buying That Broadway Doesn't Teach; An Answer to Some Recent Criticisms of Radio

THEY eat supper in their shirt sleeves at 5:30, these everyday folk in Peanutville. They may or may not listen to a program dispensed by a time buyer a thousand miles away who stops for cocktails after work and wears a necktie at his 7 o'clock dinner. This simple theme inspired that pioneer broadcaster, Walter Damm, of WTMJ, to do a piece in defense of stations and in offense at a situation that station executives encounter every day. Of late the agencies have been taking pot shots at radio. Now Walter takes the floor, and no one is better equipped to tell advertising agencies what's what and watt's watt.

PROLOGUE

Day after day, broadcasters are being admonished to use showmanship in program building. They are urged, cajoled, and pleaded with to merchandise programs. All of which is fine—as far as it goes! But what happens when stations do all this? Do the advertisers believe the station manager when they are told that such and such a program at such and such a time has built up a following and that in the station manager's opinion it will do a better job for them than their proposed programs?

No! The ready-made program comes through along with a demand for a specified time.

The following might well be a copy of a file of correspondence, but it isn't. Although, it *is* as true as life!

* * *

NEW YORK CITY,
JULY 8, 1937

FRANK FOAKS
RADIO STATION ABCD
PEANUTVILLE

JOE DOAKS AGENCY ON BEHALF OF CLIENT FIVE-CENT CIGAR ACCOUNT PLACING THREE PROGRAMS PER WEEK WANTS SIX TO SIX FIFTEEN MONDAYS WEDNESDAYS AND FRIDAYS STOP SHOW WILL BE DRAMATIC TRANSCRIPTION BASED ON HISTORICAL HIGHLIGHTS STOP CAN YOU CLEAR.

HENRY HOAKS
YOUR SPECIAL
REPRESENTATIVE

* * *

PEANUTVILLE JULY 8, 1937

HENRY HOAKS
OUR SPECIAL
REPRESENTATIVE
NEW YORK CITY

GLAD TO KNOW JOE DOAKS AGENCY INTERESTED IN THREE FIFTEEN MINUTE PERIODS STOP THIS BUSINESS WELCOME ADDITION TO OUR FALL SCHEDULE STOP SUGGEST AGENCY CONSIDER LOCAL SHOW WHICH OVER PERIOD OF TIME HAS BUILT UP UNUSUAL ACCEPTANCE HERE IN GREATER PEANUTVILLE FOR PERIOD REQUESTED STOP PEANUTVILLE LISTENERS AS YOU KNOW DON'T WANT DRAMATIC SHOWS AT THIS TIME AND FURTHERMORE IT IS CERTAIN THAT MAJORITY OF FIVE-CENT CIGAR USERS NOT GREATLY INTERESTED IN DRAMATIC PROGRAMS AND MUCH LESS IN HISTORICAL HIGHLIGHTS.

F. FOAKS—STATION ABCD

* * *

YOUR SPECIAL
REPRESENTATIVE
New York City
July 9, 1937

Mr. Frank Foaks, Manager,
Radio Station ABCD,
Peanutville.

Dear Frank:

Prior to receipt of your wire, in fact even before we wired you for time clearance on the behalf of the Joe Doaks Agency (the 5c cigar account), we had a long talk with the space buyer regarding the Peanutville situation. We pointed out—

1. That Peanutville should be an ideal market for their five-cent cigar account as 70% of the male population is in the so-called working class.

2. That this group is at work by 7:30 or 8 in the morning and is home by 4:30 and not later than 5 o'clock.

3. That people of this class usually are sitting at their dinner table by 5:30, certainly not later than 6, and as a result, when they turn on their radio set, they are not inclined to listen to dramatic programs.

4. The experience you have had in the past with dramatic shows at this time, and your efforts during the recent months in restricting this period to music of a type that you know from past experience the majority of people in Peanutville like.

We regret to say that our arguments failed to make an impression and we were informed that it would be impossible to consider a local show. We were further told that in the test campaign which was run in Walnutville the program which they propose was highly successful.

Will you please let me hear from you as to whether you can clear this time and will accept this program.

Yours very truly,
Your Special Representative,
HENRY HOAKS.

* * *

RADIO STATION ABCD
Peanutville
July 12, 1937

Mr. Henry Hoaks,
Our Special Representative,
New York City.

Dear Hank:

I can well appreciate the efforts which you made in our behalf in trying to sell the Joe Doaks Agency the local program for use by the five-cent cigar account, rather than the transcriptions. As you know from past experience, this situation is not an unusual one.

If the agency will accept 6:15-6:30, we will accept the transcription program since this period is farther removed from the dinner hour of the Greater Peanutville listeners than is 6-6:15. However, we wish to definitely go on record and would appreciate your informing the agency that it is our sincere belief that this program will not produce the expected results in this area.

We feel that this client would make a far better investment if he were to use early morning time—that is, before 7:30, or be guided by our experience in connection with another account which took our advice and used 12:30 to 12:45 at noon. The noon period is during the lunch hour of the factory workers in Peanutville and we know that during that time the majority of the workers go to the nearest tavern with their lunch pail and sit around in groups with a glass of beer and their lunch.

Everyone of those taverns has a radio set turned on and we have gone out of our way to deliver the type of program that appeals to these people. Incidentally, the same type of program appeals to the wives of these men with the result, as has been shown in past surveys, that Station ABCD has by far the majority of listeners. This fact, we believe, will be further substantiated by the forthcoming survey now being completed by the John Boaks Research Inc.

Cordially,
FRANK FOAKS, *Manager.*

* * *

NEW YORK CITY,
JULY 16, 1937

RADIO STATION ABCD
PEANUTVILLE

JOE DOAKS AGENCY ACCEPTS SIX FIFTEEN TO SIX THIRTY MONDAY WEDNESDAY AND FRIDAY STARTING AUGUST FIFTEENTH ORDER FOLLOWS.

YOUR SPECIAL
REPRESENTATIVE

* * *

JOE DOAKS AGENCY
New York City
July 22, 1937

Radio Station ABCD,
Peanutville.
Attention: Manager

Gentlemen:

Through your representative we are forwarding an order for the Smokem Cigar Co. for the program to be known as *Historical Highlights*, which is to run Mondays, Wednesdays and Fridays, 6:15 to 6:30 p. m., starting Aug. 15.

The client has no salesmen covering your territory and therefore it will be necessary for you to render certain merchandising service. The client requests that—

1. You contact as many cigar outlets as you possibly can and urge them to call their local wholesaler and order a supply of Smokem Cigars so that they will have them on hand when the first program is broadcast.

2. You arrange for the installation of window displays of which we are sending you 500 sets.

3. To those dealers and outlets which you are not able to call on personally, you send a letter along the lines of the sample attached.

4. You contact your local newspapers and urge them to run the publicity stories and pictures which

(*Continued on page 44*)

A CHALLENGE TO ARTHUR PRYOR

And Ned Midgley, Too; Small Station Manager Dares Them to Make Good Their Promises

EDITOR, BROADCASTING:

Once upon a time the writer, a small station manager, attended an NAB convention in Chicago where Arthur Pryor Jr. "spanked" radio stations (as I afterward read in BROADCASTING). Mr. Pryor said stations should build good sustaining programs and submit them to his and other agencies, and that they would be considered. He also said that power was secondary, and had the support of his colleague, Ned Midgley.

With mouth open, the writer thought of one program that had been on his station as a sustainer for two years. This program is of high calibre and has a tremendous following.

After the convention the small station manager flew back to his home town biting his fingernails over his program that would be presented by mail to Arthur Pryor and Ned Midgley. He called the printer and ordered a nice cover for the presentation. The program was mimeographed and along with it went market data obtained from BROADCASTING and other authentic sources.

Armed with this presentation the writer took the liberty of daring to approach Arthur Pryor and Ned Midgley (by mail of course). Now this small station manager had never had any BBDO correspondence (excepting form mail for transcriptions to be placed by local dealers). Remembering that Midgley and Pryor had stated that everything was carefully tucked away in their files, the small station manager eagerly waited, morning after morning, for an answer, or at least an acknowledgment. "Sorry, nothing from BBDO today," says the postman who now is mumbling to himself in pity.

The small station manager therefore makes this challenge: If Pryor and/or Midgley can produce the material he sent them, he will buy them a box of good cigars.

An identical copy of this material is enclosed with this letter.

MAURICE C. COLEMAN,
Aug. 4, 1938 WATL, Atlanta

Time Sales for the Half-Year Reveal an Increase of 28.7%

NAB Finds Six-Month Volume Totals $65,426,432; Usual Seasonal Letdown Is Lessened

GROSS time sales of networks and stations increased 28.7% for the first half of 1937 as compared with the same period a year ago, according to figures released Aug. 13 by the National Association of Broadcasters. The six-month time sales totaled $65,426,432 which compares with the 1936 half-year figure of $50,802,179.

The principal increase for the half-year period occurred in the national network field, volume rising from $11,527,860 a year ago to $16,528,100 for the current year, a percentage gain of 43.4%. Close behind this figure was the 26.3% surge in national network business as computed by the NAB, the total mounting from $28,181,976 in 1936 to the current figure of $35,564,039.

Local advertising for the six-month period rose from $10,447,870 a year ago to the 1937 volume of $12,665,000, an increase of 21.1%. Smallest increase among the various types of business occurred in the regional network field where a gain of 3.8% was recorded, the dollar volume rising from $644,473 to the current $669,293.

Broadcasting far outstripped other advertising media in the percentage increase for the first half of the year, national magazines making the next best showing, followed by a gain in national farm papers and a slight increase in newspaper advertising.

Types of Rendition

Transcription volume for the half-year rose from $5,723,950 to $7,121,380. Live talent programs soared from $10,643,770 to $14,593,890. Records increased from $5,184,890 to $6,948,420 and announcements went all the way from $5,184,890 to $6,948,420. These rendition figures apply only to nonnetwork business.

Total broadcast advertising for the month of June reached the figure of $10,611,913, reflecting a lessening of the customary seasonal decline since it was only 6.2% below May. The volume, however, was 34% above June of last year with national nonnetwork volume again showing the greatest gain over 1936 with its 44.2%. National network volume was 39.5% over a year ago, regional network 21% and local business 13.5%.

Principal gains in June as compared with May occurred in these groups: National network clothing and financial, regional network beverage and toilet goods, national nonnetwork automotive and financial, and local toilet goods and soap and kitchen supplies. Retail volume declined 5.4% from May to June but was 20% over June of last year.

Increases for June over the same month last year were fairly general, outstanding gains being in these fields: National network household equipment, financial and tobacco; regional network toilet goods, soap and kitchen supplies and financial; national nonnetwork clothing, foodstuffs and tobacco; local tobacco and department store.

The six-month gross time sales follow:

	1937	1936
Nat. Net.	$35,564,039	$28,181,976
Reg. Net.	669,293	644,473
Nat. Nonnet.	16,528,100	11,527,860
Local	12,665,000	10,447,870
TOTAL	$65,426,432	$50,802,179

Figures for May and June, 1936, follow:

	June	May
Nat. Net.	$5,554,987	$5,875,531
Reg. Net.	128,126	137,734
Nat. Nonnet.	2,716,000	2,962,200
Total	2,212,800	2,349,700
TOTAL	$10,611,913	$11,325,165

Zephyr's Placements

AXTON-FISHER Tobacco Co., Louisville, will use radio exclusively to introduce its new Zephyr cigarettes, starting by sponsoring established local programs with large followings on stations in New York, Chicago, Milwaukee, St. Louis and Indianapolis. In New York, Martin Block's *Make Believe Ballroom* on WNEW will be used. Both WIRE and WFBM, Indianapolis, will also be used. Other stations and programs remain to be selected. McCann-Erickson Inc., New York, is placing the campaign, which will start late in August.

Newspaper Buys WAYX

COMPLETION of negotiations for the sale of WAYX, Waycross, Ga., 100 watts on 1200 kc., to Jack Williams, publisher of the *Waycross Journal-Herald*, was disclosed in an application filed with the FCC. The station is now owned by Dr. E. F. Sapp and S. F. Sapp and first went on the air Oct. 12, 1936.

DAYTIME RECORD
Summer Time Sales Are Far Above Past Years

MIDSUMMER radio advertising has hit an all-time peak on CBS, according to that network's report on its billings for the first week in August, midpoint of the summer season. During this week 41 CBS advertisers, an increase of 46% over 1936, spent $422,105, an increase of 51% over 1936. Average time costs per advertiser for the week were $10,295, as compared with $9,978 in 1936. Evening sales for the week totaled $296,530, a gain of 20% over the same week a year ago. But the really astounding gain was in daytime advertising expenditures, which increased 284% over last year, to $125,575. The number of daytime advertisers also increased from 4 to 14.

The increase in daytime programs sponsored by advertisers that has been one of the outstanding phenomena of the year is continuing right through the summer, according to figures released by NBC which show that July weekday daytime revenue from NBC advertisers totaled $728,880, an increase of 38.0% over that of the same month last year. Evening billings for the month, $1,907,327, were only 3.4% ahead of July 1936. For the first seven months of 1937, weekday daytime billings aggregate $6,250,862, a gain of 74.2% over 1936. For the same period evening billings were $15,127,518, passing last year's mark by 7.5%.

PAYSON PUBLISHING Co. Inc., New York, will use an MBS network to advertise *Commentator Magazine*, beginning Sept. 19. Program talent has not been selected nor the exact time set, but it will be a Sunday evening, half-hour show on WOR, WGN, WLW and the Don Lee network. Account is handled by Cecil, Warwick & Legler Inc., New York.

Major Network Time Sales for July Total 24% Above Figure Last Year

NATIONAL advertisers spent $4,780,224 with the national networks in July, 1937, making it by far the largest July in radio history, 24% ahead of the July 1936 total of $3,832,319. For the first seven months of the year the coast-to-coast networks have collected $40,547,616 from the advertising industry, an increase of 26.8% over the $31,977,544 taken in during the January-to-July period of 1936.

Considered individually all networks show a gain for the seven months over the same period a year ago, although NBC-Blue and Mutual both had lower July incomes than in 1936. To date this year, NBC-Red has a total income of $15,973,431, a gain of 34.8%; NBC-Blue, a total of $6,682,126, a gain of 0.7%; the combined NBC networks having taken in $22,655,557 during the 1937's first seven months, 22.5% ahead of 1936. CBS total for this period is $16,791,677, an increase over last year of 34.6%. Mutual shows a 9.2% increase, with an income of $1,100,382 for 1937 as compared with $1,007,919 for last year.

For the month CBS showed the largest gain both in dollars and in percentage, its July income of $1,988,412 exceeding the $1,292,775 figure for July 1936 by 53.8%. NBC-Red had the highest income for the month, $2,018,820, a gain of 25.1% over the July 1936 total of $1,613,148. NBC-Blue's July total of $688,630 was 15.7% below the $816,835 revenue in the same month last year. MBS reported $84,362 for July 1937, 23.0% less than the July 1936 revenue of $109,561.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,304,035	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,211,560	48.4	1,490,426
July	2,018,820	25.1	1,613,148
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	791,827	—4.9	833,030
July	688,630	—15.7	816,835
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
July	1,988,412	53.8	1,292,775
MBS			
Jan.	$ 187,362	12.7	$ 166,266
Feb.	202,088	24.4	162,358
March	220,256	15.0	191,483
April	173,746	24.3	139,834
May	133,432	2.7	129,907
June	99,136	—5.1	104,510
July	84,362	—23.0	109,561

HOUSEHOLD GOODS LEAD CBS ADVANCE

BREAKING down its time sales for the first half of 1937 CBS reports increases in the number of advertisers, the total expenditures and the average expenditure at all times of the day. By industries, soaps and housekeepers' supplies showed the largest gain over a year ago, 98%. Tobacco gained 61%; foods and food drinks, 59%; and automotive accounts, 57%. Time sales for the first half of 1936 and 1937 follow:

	1936	1937	% Incr.
Morn.	$775,852	$1,828,466	136
Aft.	$1,452,551	$2,262,540	56
Total Day	$2,228,403	$4,091,006	84
Eve.	$8,957,372	$10,712,259	20
Total	$11,185,775	$14,803,265	32

	No. Clients 1936	No. Clients 1937	Aver. Spent 1936	Aver. Spent 1937
Morn.	8	10	$96,982	$182,847
Aft.	16	24	$90,784	$94,272*
Total Day	20	31	$114,202	$131,968
Eve.	47	49	$190,582	$218,618

* Includes eight users of Pacific Coast regional broadcasts and "one-time" programs.

New Athens, Ga., Station Is Favored by Examiner

ON THE heels of the recent removal of WTFI from Athens, Ga., into Atlanta, where it is now operated by the *Atlanta Journal* as WAGA, Examiner Hill on Aug. 12 reported favorably to the FCC on the application of J. K. Patrick & Co. for a new 100-watt night and 250-watt day station on 1310 kc. in Athens. The new company is a partnership headed by Earl B. Braswell, former WTFI manager and publisher of the *Athens Banners-Herald*, with J. K. Patrick, Tate Wright, C. A. Rowland and A. Lynee Brannen as the other partners.

Examiner Bramhall the same day reported favorably on the application of the *Atlantic City Press Union* for a new 100-watt day and 250-watt night station on 1200 kc. Examiner Dahlberg recommended granting the Roberts McNab Co., operators of the new KRMC, Jamestown, N. D., a new station with the same powers on 1420 kc. in Bozeman, Mont.

Bakery List Enlarged

ADDITIONAL stations carrying the 15-minute transcribed series, *The Freshest Thing in Town* this fall have been announced by Frederic W. Ziv Inc., Cincinnati agency, originators of the campaign for bakers. Stations recently added to the list are: WWNC, WSB, KRNT, WFBR, KFEL, KIEM, WHBF, WJIM, KROC, WBRE WKBN, WFIL, KSOO, WEAU, WJBO, WSAZ, KSTP, WDBJ, WKRC. Recorded in the Chicago studios of RCA, the series comprises 130 transcriptions which are to be broadcast on schedules calling for three and five programs a week.

May Add Outlets

FITZPATRICK BROS. Inc., Chicago (Automatic Soap Flakes and Kitchen Klenzer), may add other outlets for its *Meet the Missus* interview programs this fall. Quarter-hour programs broadcast five times weekly are now being sponsored on WBBM, WJR, WHK, WKRC. Neisser-Meyerhoff Inc., Chicago, is agency.

By DEMAND!...

WLS first broadcast its Dinner Bell program from the Illinois State Fair at Springfield in 1924.

Illini demands to see the WLS National Barn Dance became so persistent that fair officials arranged for its presentation. WLS ticket sales always break opening day records.

In 1937 the WLS National Barn Dance will ***again*** officially open the fair for the third consecutive year—***by demand.***

WLS

THE PRAIRIE FARMER STATION

1230 WASHINGTON BLVD. CHICAGO

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

National Representatives: JOHN BLAIR and COMPANY

KOY PHOENIX ARIZONA

THE VOICE of ARIZONA

1000 WATTS DAY and NIGHT

CBS Affiliate

BURRIDGE D. BUTLER, Chairman

FRED A. PALMER, Manager

Wage-Hours Bill Is Not Applicable Directly to Radio

Congress Nearing Final Action On Black-Connery Measure

THE Black-Connery bill, providing minimum wages and maximum hours for industry generally as a modified substitute for the outlawed NRA now in the final stages of Congressional consideration, is not expected to affect the broadcasting industry in any material way as the legislation now stands.

Although involved in an eleventh hour legislative jam, it is expected the bill will become law at this session. Specifying broadly a minimum wage of 40 cents per hour and a maximum work week of 40 hours, the legislation does not appear to affect any of the important employe groups in broadcasting, with the possible exception of miscellaneous help, such as messengers around stations and in other branches of the industry. Practically all classes of station employes which might be classified in the professional group, according to industry information, are well above the minimum standards specified in the pending legislation.

Limited Provisions

Unlike the NRA legislation, the Black-Connery measure does not provide for control over trade practices within industries but is restricted entirely to wages and hours and protection of collective bargaining arrangements.

The measure passed the Senate on Aug. 2 but has been involved in controversy in the House Labor Committee which on Aug. 6 reported out one bill only to revise it substantially Aug. 11. Basic provisions, however, remain the same.

The revised House bill provides that employes may be worked a maximum of 40 hours per week, except on extraordinary occasions, but no maximum is set for any particular day. In other words, employes could work 10 hours per day for four days during a week and still fall within the terms of the bill without payment of time-and-one-half for any hours over eight worked in any one day, as the Senate bill provides.

A board of five members would administer the act. The law would apply only to industries in interstate commerce and would not affect purely intrastate business. State boards would decentralize administration. The board would be permitted to determine minimum wages and maximum hours only in industries where substandard labor conditions exist.

Nothing in the act interferes with the right of employes to bargain collectively or to seek a wage above the minimum or a shorter work week.

Horse & Mule Series

HORSE & MULE ASSN. of America, Chicago, is planning resumption of its annual radio series during 1938, using spot announcements as in previous campaigns. Rogers & Smith, Dallas, is agency for the Association and not Gale & Pietsch, as incorrectly announced in the Aug. 1 issue of BROADCASTING.

Comet Rice Expanding

COMET RICE Co., New York, and Steinhagen Milling Co., Beaumont, Tex., have consolidated to form Comet Rice Mills Inc. Headquarters will be in Beaumont and the advertising account has been transferred to Freitag Adv. Agency, Atlanta. The product will continue to be marketed as Comet Rice, first of all rice to be marketed in this country in sealed packages. The original Comet company has used radio in the Southeast but a wider campaign is planned for autumn in the Southeast and Southwest, including radio. Later it is planned to expand the advertising to other sections.

Malt-O-Meal Discs

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), will start a transcribed program, *Rube Appleberry*, over WGN, WCAU and WLW Sept. 27 with other outlets to be added later. The quarter-hour show will be broadcast six times weekly. Mitchell-Faust Adv. Co., Chicago, is agency.

NEW HOME OF WGY—Architect's drawing of new studio structure of General Electric's 50,000-watter at Schenectady, which will occupy 20,000 square feet of space and ground for which was broken early this month. Building will be of steel, granite and marble, one and one-half stories in height and 173 x 102 feet in dimension. Above, General Electric officials break ground for the new home of WGY, to be ready by Christmas. Left to right are Kolin Hager, WGY manager; E. E. Tallmade, head of GE Realty Corp.; Chester H. Lang, manager of GE publicity department. Among modern conveniences in the building will be a two-story audience studio and a kitchen studio. Work is under way on the new 600-foot antenna.

1940 RADIO COUNT
U.S. Census Bureau Plans Second Tabulation

WHEN THE U. S. Census Bureau makes it decennial population census in 1940 there will be a "nose count" of radio sets, it was learned in official quarters Aug. 6.

Already drafting the questionnaire to be used by census takers, the Bureau has tentatively decided to inquire about radio set ownership both in urban and rural communties to procure an actual figure on radio set population for the country.

In the last population census, taken in 1930, a count of radio sets was made for the first time. This showed a total of 12,048,762 sets. Since then industry estimates on radio set population have been made, the last figure, as of Jan. 1, 1937, showing an aggregate of 24,500,000 sets in homes. In addition, there are some 3,000,000 automobile radio receivers while a number of homes have two or more sets which, it is estimated, brings the aggregate number of sets in this country to 30,000,000 — more than half of the sets in use throughout the world.

In discussions involving radio questions, it is understood that it has been tentatively decided to break down the set inquiries into two categories—rural and urban. Presumably the city question will be simply that of whether the particular household has a radio set, whereas the farm question will include both the set and whether it is powered by a direct power line or through a farm electrical system.

Pinex Placing

PINEX Co., Fort Wayne, Ind. (Pinex), will start a new quarter-hour barn-dance type program on at least four of the WLW-line stations with the possibility that other stations of the new network may also be used. The new program will originate in WLW and will be on WHN, WFIL and KQV. The program will be broadcast from 7:45-8:00 p. m. (EST) five times weekly with a full hour, 7-8 p. m. (EST), on Saturday nights. In addition to the network show, transcriptions of the program will probably be used on other stations. Baggaley, Horton & Hoyt Inc., Chicago, is the agency.

New Firm Project Dropped by Petry

Asserts Proposed Rep Concern Might Divide Attention

BECAUSE it might lead to "divided attention", Edward Petry, president of Edward Petry & Co., national station representatives, announced Aug. 7 that he and his associates have abandoned their project for a new representation firm to represent all classes of stations, including locals.

Mr. Petry disclosed original plans for the affiliated company at a luncheon meeting of the 40 Petry-represented stations during the NAB convention [BROADCASTING, July 1]. It was announced then that the stations had raised no objection to the project, original plans for which included taking some of the present Petry stations and placing them in the new firm. The firm's tentative name was to be Christal, Petry & Voynow, after the three partners in Edward Petry & Co., but it was planned to have a separate manager and separate staffs.

Mr. Petry's statement gave the reasons for dropping the plan as follows:

"After a thorough study of the various factors and considerations involved, we have definitely decided against establishing a subsidiary company to represent low-powered stations and stations in minor markets.

"The idea of such an organization first occurred to us when it became obvious that the rapid growth of broadcasting would mean an increasing number of radio outlets in minor markets, or that additional small stations would become units in the various national networks.

"After giving the greatest consideration to all aspects of the matter however, we felt that no matter what technicalities seemed to divide and separate the two companies, they would have a common interest which would necessarily divide the attention of the executives between the two companies.

"We decided that this division of attention would have an unfavorable result on both companies and inasmuch as the present concern is sufficiently large to require constant and diligent supervision, we felt that it would be unfair and unwise to divert any of this attention to another similar enterprise.

"We express our sincere appreciation to those stations which expressed an interest in having the proposed new company represent them nationally."

Listerine Back on Net

LAMBERT PHARMACAL Co., St. Louis (Listerine, toothbrushes, toothpaste) will return to network broadcasting Sept. 28 with a new program titled *Grand Central Station* on 23 NBC-Blue stations, to be heard 9:30-10 p. m. Tuesdays. Lambert sponsored Metropolitan Opera broadcasts on NBC-Red during the winter of 1935-6 but has been an infrequent radio user since that time, placing only occasional spots. Some months ago the company had a premium tieup with Campana Corp. in connection with a program of the latter sponsor. Lambert & Feasley Inc., New York, is the Listerine agency.

XUM

WHAT ABOUT THE PACIFIC NORTHWEST?

Ross Federal Research Corporation interviewed 300 leading dealers, distributors and retailers in Seattle, between dates of April 12th and 18th, 1937.

Question No. 1:

"What radio station do you, as a business man, listen to most frequently?"

Type of Business	No. of Interviews	KOMO-KJR	All Other Stations★
Drug	50	64%	36%
Radio	50	56%	44%
Electrical Equipment	50	74%	26%
Hardware and Paint..	50	84%	16%
Gas and Oil	50	74%	26%
Groceries and Foods..	50	72%	28%
TOTAL	300	70.66%	29.34%

Question No. 2:

"What radio station do you think is most valuable to a national or local advertiser in Seattle?"

Type of Business	No. of Interviews	KOMO-KJR	All Other Stations★
Drug	50	72%	28%
Radio	50	72%	28%
Electrical Equipment	50	78%	22%
Hardware and Paint..	50	78%	22%
Gas and Oil	50	84%	16%
Groceries and Food....	50	74%	26%
TOTAL	300	76.34%	23.66%

★ There Are 12 Other Stations in KOMO-KJR's Area.

KOMO
NBC *Red*—5000 watts 1.s.

Seattle's Pioneer Radio Stations

KJR
NBC *Blue*—5000 watts.

Complete Ross Federal Survey Available at All Offices of Edward Petry & Co., Inc.

WQAM-MIAMI

- FIRST IN FLORIDA

COVERAGE-SHOWMANSHIP-ORGANIZATION

Survey Figures

Times stronger than any other station:

1. Homestead 5½
2. Everglades 8½
3. Moore Haven .. 2½
4. Okeechobee City 2½
5. Stuart 3
6. Belle Glade 2
7. Delray Beach ... 7½
8. Ft. Lauderdale 8

South Florida Sales through WQAM repeat for you all over the nation. Visitors spend Fifty Million Dollars here annually.

RESERVE TIME FOR WINTER NOW!

Miami Broadcasting Company

Over Half of Radio Sets Are in United States Federal Survey Reveals

ABOUT 56,225,000 radio receiving sets are owned throughout the world, 30,000,000 within United States, according to the Electrical Division, Bureau of Foreign & Domestic Commerce. The United Kingdom is second with 10,000,000 units. Ownership of other countries follows:

Germany	8,200,000
France	2,626,000
Czechoslovakia	923,000
Canada	867,000
Belgium	748,000
Australia	745,000
Denmark	651,000
Italy	530,000
Poland	519,000
Switzerland	434,000
Hungary	365,000
Union of Soviet Socialist Republics	350,000
Mexico	250,000
Norway	240,000
New Zealand	194,000
Rumania	150,000
Union of South Africa	137,000
Finland	144,000
Uruguay	118,000
Irish Free State	104,000
Cuba	100,000
Arabia	
Ethiopia	
Swaziland	
French Guiana	

"Ownership of receiving sets has increased materially in recent years in countries where possession is not hindered by the economic status of the population or by some unnatural restrictive measures," according to J. H. Payne, Chief of the Electrical Division.

Many of the receiving sets originated in the United States, according to Mr. Payne, who stated that exports of American-made sets in 1936 numbered 635,984 units, valued at $16,041,147, a high figure for all time.

American sets have established an "enviable reputation" in foreign countries and future sales abroad will be in proportion to the efforts which are devoted by American manufacturers to share those markets which will develop with the increasing ability of foreign peoples to purchase sets of a quality such as are produced in this country, Mr. Payne stated.

General Paint to Place

GENERAL PAINT Corp., San Francisco (paints), thru Walter Adv. Agency, Los Angeles, in April of 1938 will launch a radio campaign in the 11 western states, plus Denver, Dallas, Tulsa and Salt Lake City, using a quarter-hour transcribed series featuring Cordelia Pearl, color consultant and interior decorator, with production recorded by the program division of Walter Biddick Co., Los Angeles. Series will tie-in with the firm's new *Colorscope Magazine*, due from the press April 1, which will be available through retail stores carrying General Paint Corp. products. Sponsor has previously used a color horoscope as a giveaway on its radio time. Although station list will not be made up for some time, actual production of the transcriptions is scheduled to start Sept. 1.

WORLD PEACEWAYS Inc., New York, non-profit organization devoted to combating war, on Aug. 8 started a series of talks by W. P. Ainsworth, director, titled *World Observer*, on WNEW, New York, with object of placing them later on other stations on sustaining basis. Organization for several years has been placing advertising in leading class magazines on a gratis basis accepted because of its aims.

XUM

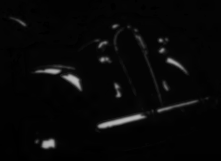
Power—with a purr

. . . *that's Columbia*

Power to drive a message *home*—geared to the most precise measurements in radio to tell you *where* home and *when*. Power to make that message live—with all the soft-spoken strength of radio. Power to cover a continent—delivered by the world's largest radio network. *That's Columbia*—year after year, the choice of more leading advertisers than any other network.

Columbia for example, has carried in 1937 (as in 1936) more hours of automobile advertising than the next two major networks combined. Automobile advertisers on Columbia in the last six months of 1937 included CHEVROLET · CHEVROLET · DE SOTO · DODGE · FORD · LINCOLN ZEPHYR · LINCOLN · NASH · PLYMOUTH · PONTIAC

The COLUMBIA *Broadcasting System*



XUM

Radio Walks the Plank at St. Louis Ad Club Session .....

Mr. Convey

ALL OF the old bugbears of radio advertising, plus a host of new ones received professional treatment last month at the "Shirt Sleeve Session" of St. Louis Advertising Club, with four of the city's broadcasters on the receiving end.

Members of the Club, including local advertisers and agency personnel, popped sizzling inquiries at a panel of broadcasters assigned the subject "This Business of Radio". Bob Convey, president of KWK, presided at the July 27 session, with James D. Shouse, KMOX general manager; Robert Coe, KSD chief engineer, and Bill Durney, WIL promotion manager, comprising the balance of the broadcasting battery. The meeting, described as the most successful of the summer series of the club, was heralded in the Club's weekly bulletin as "Radio Walks the Plank".

Question No. 1 was tossed in the lap of Mr. Durney: "What about cutting down the wordage of copy?"

He responded: "The limitation of commercial copy is no longer the problem that critical listeners believe it to be. This improvement is not only the length of copy, but also in the quality and conservativeness of material — thus, two forces, working in unison. First of all, advertisers as well as agencies have learned that they defeat their own ends, if they overburden their programs with sales messages.

"Second, radio stations have been a constant force in showing advertisers and agencies the results which can be obtained through an intelligent use of the broadcast medium."

Question No. 2 to Mr. Shouse: "Why not eliminate break announcements between network programs?"

"Advertisers," said the KMOX head, "do not buy full hour shows, full half-hour shows or full quarter-hour shows. They understand, or if they do not understand, they can be shown that there are necessary delay intervals between the signoff of their shows and the beginning of the next. Even if there were no spots between shows, the delay interval would still have to be there, and it would be a distinct loss to the broadcasting industry, if these intervals should be left silent." Also, said Mr. Shouse, the elimination of spot business would be a genuine local loss to advertisers if they could not avail themselves of that effective and economical method of advertising their products. The spot has also been made necessary for local tie-ins, he added.

What of Television!

Bob Coe, engineering expert at the session, answered the technical questions, which, in the main, had to do with television. He said that television by its very nature and its many complications answers the question as to its long delay in coming into common use. "The three-year-old radio will still receive present-day programs", he pointed out, "but television equipment of three years ago would be utterly useless in receiving the television broadcasts of today. That is one reason the industry has been reluctant to place receiving sets on the market, even though there are indications now that sending equipment is passing out of the experimental stage into the realm of reality." He ended his discussion with the prophesy that television will become one of the major channels of advertising and entertainment within a few years.

Acceptable Advertising

The highlight came with the question: "Why does radio accept certain advertising contracts which are not acceptable to newspapers?"

Mr. Convey paried for further details. "Did the questioner mean," he asked, "that radio's advertising back yard should be kept as clean as the national average in newspapers?" "Did he mean that radio's general advertising tone should be kept on a par with *one* newspaper in St. Louis which had exceptionally rigid requirements?" This brought a man in the audience to his feet, who purported to be employed by an East St. Louis furniture house that would give two apple trees and build a garage, with the purchase of a "colossal, sumptuous, extraordinary overstuffed living room suite selling for only $29". "Why, as an example", queried the young man, "would radio stations accept business from his furniture house, when newspapers would not?" With this to guide him, young Convey asked his questioner why radio should in any sense regard newspapers as a shining example of good advertising behavior. Radio could stand on its own feet, so why make invidious comparisons. As a matter of fact, said Convey, newspapers might with good reason follow some of the examples of radio. "There are plenty of ads running in St. Louis newspapers today that radio would not touch with a ten-foot pole."

"For instance?" enquired the young man in the audience.

"For instance, whiskey ads," responded Convey. 'For instance a whale of a lot of proprietary medicines. We are no more bound to follow the individual whims of newspaper ethics than a billboard company is compelled to follow the pattern of a Chicago daily. To be perfectly frank, it is generally known that a lot of business criticized in radio today is being solicited by the daily press—but they can't get it."

At this point, an official of the St. Louis Better Business Bureau took the floor to point out that indeed there is no uniformity among the press on what constitutes good advertising and what is bad. He made a short plea for the various media to get together on what business they should accept or reject.

"And Is That Salad Dressing De-licious!"

Betty Barton and her jolly chef have been welcome forenoon guests in Detroit and Michigan homes since last October.

"Happiness Hour" is the title and it's correctly descriptive of this popular program.

Interesting chatter, helpful suggestions, an occasional chuckle, a weekly guest speaker, usually feminine—all this so informally done as to suggest the ad-lib.

Foods are mentioned naturally. Commercials become integral parts of the day's dialog.

Miss Barton pulls a heavy spontaneous mail and a significant array of gifts and tokens.

Here's a natural for you, Mr. Food Manufacturer. A quarter-hour, Mondays through Fridays at 11:15 a.m. Intact or participating—you say which.

THE *Michigan Radio Network—WXYZ Detroit, WOOD Grand Rapids, WBCM Bay City - Saginaw, WFDF Flint, WJIM Lansing, WKZO Kalamazoo, WIBM Jackson and WELL Battle Creek—gives your sales message a primary coverage of 85% of Michigan's buying power.*

King-Trendle Broadcasting Corp.
300 Madison Theatre Building · · Detroit

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Eastern Office:
550 Chanin Building
New York

Western Office:
Russ Building
San Francisco

WXYZ — DETROIT

if a melon's big and ripe . . why nibble?

● *This non-academic question is directed mainly to national advertisers . . . and specifically those who are already using network or spot radio, but not WBBM:* The Chicago market is a big melon, a ripe melon . . . a rich melon. So why nibble?

No matter what your choice of network or station, no matter what your particular appeal, a campaign on WBBM reaches *new* millions . . . yes, millions . . . in an area which accounts for more than 10% of the entire nation's purchasing power.

Many advertisers have already found the way . . . the WBBM way . . . for WBBM is carrying more national spot programs than any other station in Chicago—programs that *pay*. All this in addition to the complete and exclusive schedule of the Columbia Broadcasting System, world's largest network.

The Chicago market *deserves* extra effort. For *extra results* from that *extra effort*, use the leading station in the nation's second largest market.*

***WBBM • 50,000 WATTS •**

CBS-Owned-and-Operated • Represented nationally by RADIO SALES, a division of the Columbia Broadcasting System: New York • Chicago • Detroit • Los Angeles • San Francisco

RCA's Half-Year Gross Rises 9 Million Dollars

TOTAL gross income of RCA and its subsidiaries during the first six months of this year, amounting to $53,167,621, represented an increase of nearly $9,000,000 over the figure for the same period in 1936 when it was $44,382,100, according to the report for second quarter operations made public Aug. 2 by David Sarnoff, RCA president. Net profit of $4,647,386 for the first six months of 1937 represented an increase of $2,883,606 over the corresponding period of 1936. The second quarter of 1937 alone showed a net profit of $2,404,329.

While RCA does not break down its report to show the revenues and profits of its subsidiary companies, the report on gross time sales revenues of NBC for the first six months of this year showed $19,948,107, indicating that these represent some two-fifths of the parent company's gross.

SIX stations were added to the NBC *Farm & Home Hour* Aug. 2, bringing the total to 70.

Federal Shortwave Bill, Station Tax To Die With Congress Adjournment

ADJOURNMENT of Congress will mark the death of two bills against which broadcasters have taken a vigorous stand, namely, the Celler Bill (HR-4281) proposing a government-owned international shortwave station and the Boylan Bill (HR-6440) proposing to tax broadcasting stations $1 to $3 per watt per year according to power. Both bills were suggested originally by Telegraph Commissioner George H. Payne, but in neither case was a companion measure introduced in the Senate.

Whether either bill will be revived in the next Congress is problematical. Neither was pushed very strenuously in this Congress, although Rep. Celler (D-N.Y.) reported in a speech July 20 that Secretary of State Hull had recommended his measure favorably to President Roosevelt and said that it was also backed by the Navy and the FCC.

The Celler Bill proposed erection near Washington of a powerful shortwave station by the Navy under a $750,000 construction appropriation, and a $100,000 annual appropriation for operation, to broadcast programs of national and international interest. Rep. Celler would call the station the "Pan American Radio Station" and he wanted it used to combat foreign shortwave propaganda, particularly from Germany and Italy. Five frequencies set aside by executive order after the Montevideo conference of North and South American nations would be utilized for the station, which Mr. Celler said would be "powerful enough to permit shortwave broadcasting that would reach to the nethermost ends of the earth."

Both the Navy Department and the Budget Bureau were understood to have approved the station, whose programs would be handled by the U. S. Commissioner of Education, but no word was ever expressed publicly on it by President Roosevelt. The NAB at its recent convention passed a resolution opposing it as threatening an entering wedge toward government operation and a waste of taxpayers' money in view of the existence of other stations which might perform the same task.

A recent report by Acting Secretary of the Navy, Admiral William D. Leahy, estimated the station would cost $1,200,000 to build and $160,000 a year for upkeep. The understanding with the Navy was that the broadcasting studios in the new Interior Department building would be used and that the station would be turned over to the Navy in time of war.

The Boylan Bill was written and first announced by Commissioner Payne in a press release April 14 and then introduced by Rep. Boylan (D-N.Y.). The Commissioner asserted in his public letter transmitting the bill to Rep. Boylan that "there has been a widespread conviction that the enormous profits made by the broadcast stations more than justify a special tax as they now enjoy the use of a great national resource and it is the government that bears the burden of the regulation without which they could not exist." He estimated the tax yield would be $6,946,395 if a tax were imposed of $1 per watt on stations under 1,000 watts, $2 per watt on stations of 1,000 to 10,000 watts and $3 per watt on stations above 10,000 watts.

The Tallest, Vertical, Self-Supporting

Tower **SOUTH**

Radiates **SALES**

FOR ALERT ADVERTISERS OVER

WJBO

BATON ROUGE, La.

●

On a New Wave Length—

1120 KILOCYCLES

500 WATTS

HIGH FIDELITY

ALL WESTERN ELECTRIC EQUIPPED

●

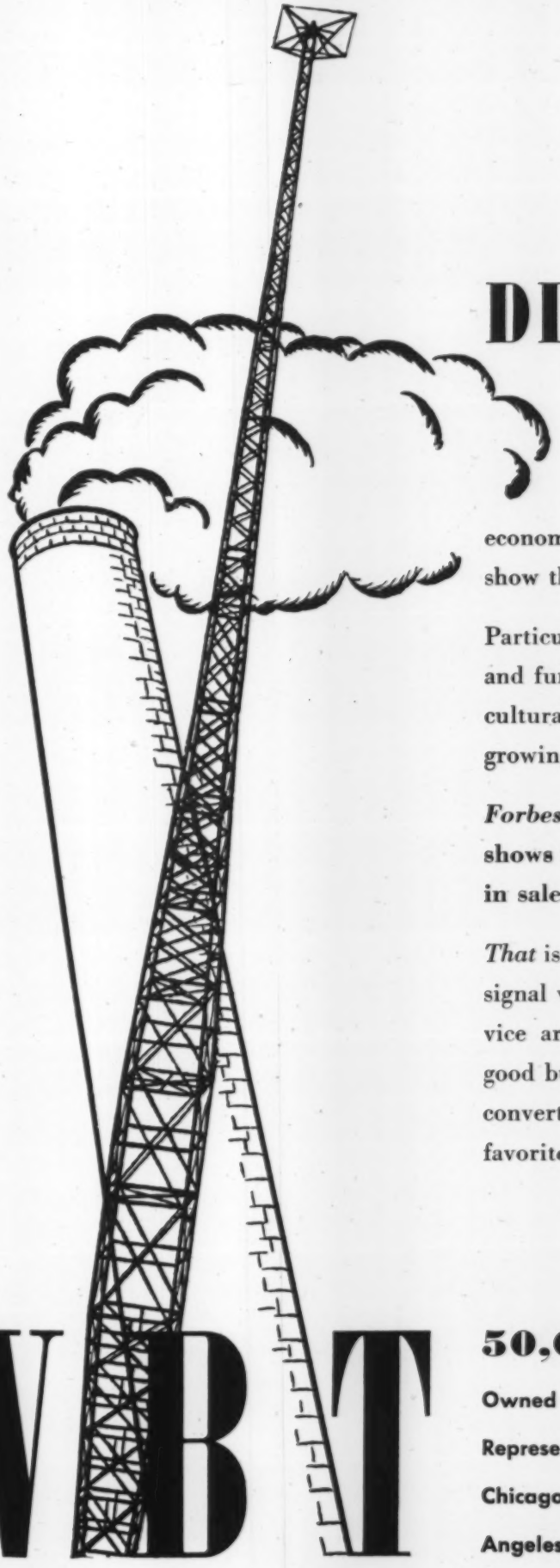
● WJBO . . . A SOUTHERN BLUE OUTLET FOR NBC ●

TELEVISION STATUS HALTS CBS EDIFICE

FOREGOING its original plans to have its new radio building at 59th St. and Park Ave. completed in time to welcome the visitors to New York's World's Fair in 1939, CBS has quietly suspended all plans for the new structure, which was to have surpassed even Radio City as the world's most modern broadcasting center, for an indefinite period. Construction, which was to have been begun this year, will probably be delayed for at least another 12 months and possibly longer, it was admitted by CBS officials, although no formal announcement has been made concerning the postponement. The rapid development of television was given as the chief reason for the delay. This new phase of radio, which is expected to become a practical reality in the near future, makes it imperative that the new building be equipped for the broadcasting of sight as well as sound, yet to date engineers have only the haziest ideas as to what sort of studios will be needed for this new art. Another reason for the delay is the trend toward Hollywood as the major center of the broadcasting industry, it was stated.

Rogers Silver to Resume

INTERNATIONAL SILVER Co., Meriden, Conn., will launch a series of half-hour dramatic programs on a nationwide CBS network early in October in the interest of 1847 Rogers Bros. silverware. Programs, to be broadcast Sunday afternoons, will be dramatizations of short stories and novels, produced in Hollywood and broadcast under the title *The Silver Theater*. Series is placed through Young & Rubicam Inc., New York.



DIXIE is BUSY

The charts, the maps, the indices by which economic diagnosticians feel the pulse of business all show that the South is booming.

Particularly North and South Carolina. The tobacco and furniture factories, the textile mills, and the agriculturalists are beaverishly busy this year meeting the growing national demand for their products.

Forbes Sales High-Spots **for June, for instance, shows the Piedmont section of the Carolinas *second* in sales increases for the entire country.**

That is where WBT does its best work. Its 50,000-watt signal welds the 1,750,000 people who live in its service area into one neighborhood. These people are good buyers— and good listeners, too. If you'd care to convert them into good customers, enlist the aid of their favorite station—through any office of RADIO SALES.

WBT

50,000 WATTS, CHARLOTTE, N. C.

Owned and operated by Columbia Broadcasting System.

Represented by Radio Sales: New York, 485 Madison Ave.; Chicago, 410 N. Michigan Ave.; Detroit, 902 Fisher Bldg.; Los Angeles, 5939 Sunset Blvd.; San Francisco, 601 Russ Building.

XUM

This man
KNOWS!
Of three major Twin City Stations, this LOCAL ADVERTISER chooses WTCN because he KNOWS it returns more sales per dollar spent.
Because there are scores like him who have experienced the same good returns, WTCN has MORE LOCAL ADVERTISERS THAN THE OTHER TWO MAJOR TWIN CITY STATIONS COMBINED!
WTCN
MINNEAPOLIS ST. PAUL
NBC BLUE NETWORK STATION

Owned and Operated by the

MINNEAPOLIS TRIBUNE and ST. PAUL DISPATCH-PIONEER PRESS

With Over 300,000 Circulation Both Daily and Sunday

FREE & PETERS, INC., National Representatives

Fight Broadcasts Found Effective in Buick's Promotion

Ready-Made Audience Secured; No Big-Show Competition

By THOMAS A. CORPE
Advertising Manager, Buick Motor Division, General Motors Corp.

Mr. Corpe

BUICK will broadcast, on Aug. 26, the fourth major boxing match it has sponsored in the past three years. The continuation of such efforts in itself is testimonial as to their effectiveness, at least from our standpoint, and we have every reason to believe that the broadcasting of the Tommy Farr-Joe Louis match will be as successful as its predecessor broadcasts.

Buick's adventures in the radio program field during the past few years have been exclusively confined to major broadcasts of the big pugilistic events. From time to time, we have gone in for spot radio announcements locally, but we have not used the usual type of radio program advertising.

We have found the fight broadcasts extremely valuable. They have the first advantage of having a huge, ready-made audience. It is unnecessary to build up a program or to develop listener interest in the program inasmuch as the fight broadcasts are a spot news event of greatest sports interest and command the attention of millions. Furthermore, this special broadcast is not in competition with other highly expensive network programs that have been in effect for some time, such as the *Maxwell House* program, *Lucky Strike* program, and many others equally successful and appealing.

No Time Problem

When a major ring event is broadcast there is no difficulty in clearing station time. The event is of such importance that it is given right of way over the large networks. The radio audience listening to the fight broadcasts is not selected, but covers all types of listeners, including women and children as well as men if they are ardent fight fans — which often they are. In the case of the Louis-Braddock fight, I believe this radio audience was the largest ever to tune in on a major broadcast.

In this connection, it is interesting to note the comment of the *New York Herald-Tribune* under the heading "Pugilistic Kilowatts". It said:

"Owing to the fact that many New Yorkers were unable to attend the Braddock-Louis fight Tuesday night in Chicago, those listeners to the radio broadcasts at home created an unusual demand for electricity during the fight program. At 11:15 p. m., according to the system load chart of the Consolidated Edison Co., the load showed a gain of 171,000 kilowatt hours, or 20 per cent, over the night before at the same time. The nearest approach to Tuesday night's peak was during the Baer-Louis fiasco at the Yankee stadium, when the demand was 131,000 kilowatt hours above that of the night before, or 40,000 kilowatt hours less than Tuesday's gain. The increase in the use of electricity on these occasions is not due to the use of the radio alone, but to increased illumination in the homes."

Buick, as is well known, broadcast the two fights above referred to.

As a result of the Braddock-Louis broadcast, the Buick division of General Motors has received fan mail numbering thousands of letters and telegrams, predominantly commenting upon the excellence of the broadcast and commending Buick on keeping its commercials short and unobstrusive. These letters also complimented Buick on the selection of Clem McCarthy and Edwin C. Hill as broadcasters of the event.

Another advantage of the fight broadcasts is that it has so happened that the fight broadcasts so far sponsored by Buick have been timely from the standpoint of sales strategy. The events have allowed us to capitalize through our dealers by means of various sales promotion activities in connection with the fights. Dealers likewise have been able to capitalize on local coverage by taking local time immediately behind the broadcasts. A great many dealers did this and found it well worth while.

The whole sponsorship has linked Buick with a wanted broadcast. We, of course, have no definite means of ascertaining the actual number of car sales resulting from the broadcasts, although it might be of interest to know that we are sure of at least two! James Braddock and Joe Louis, both bought new Buicks and are now driving and enjoying them.

BUICK TO SPONSOR THREE MORE FIGHTS

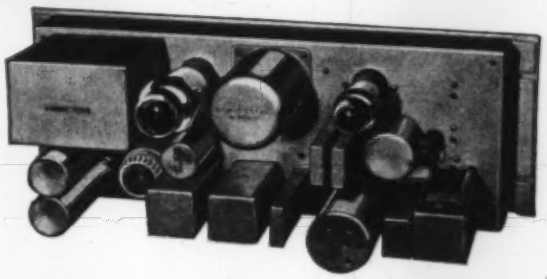
Coincident with announcement that the bout between Joe Louis, heavyweight champion of the world, and Tommy Farr, British challenger, on Aug. 26, will be broadcast by all 136 stations in NBC's combined Red and Blue networks, with the Buick Motor Co. again sponsoring the blow-by-blow description of the battle, it was learned that NBC had obtained from Mike Jacobs, fight promoter, the exclusive radio rights to not only this but the next two heavyweight championship fights as well.

Buick is said to have options on these bouts too, but this could not be verified. Network and agency officials also refused to comment on the price paid for the broadcasting rights. From informed sources it was learned, however, that the three championship broadcasts cost NBC $100,000, of which Buick is paying $35,000 for the present fight. If this rate is maintained for each of the three events, NBC will have regained one-third of the $15,000 it charged off to prestige on the Braddock-Louis fight, according to the same sources who state that the network paid $50,000 for the exclusive broadcast but collected only $35,000 from Buick.

As the event was signed so shortly beforehand it was impossible for Buick to merchandise it through boxes in the regular newspaper advertising of the concern. Window posters announcing the event and tieing in with the slogan "It's Buick Again" have been sent to all dealers, however. Arthur Kudner Inc., New York, Buick agency, handled the details.

NEW
Western Electric Speech Input Amplifiers

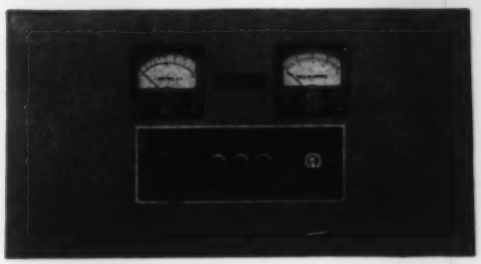
106 A



2 Stage line amplifier

Incorporates Western Electric system of Stabilized Feedback. Impedances: input 600 or bridging (10,000); output 600. Frequency response: flat within ± 1 db from 30 to 10,000 cycles. Gain: approximately 45 db. Gain Control: range 38 db. Power supply: completely self-contained, operating from 105-125 volts, 50-60 cycle AC. Distortion level: less than 1% at 400 cycles for 20 db output. Noise level: -60 db unweighted, -75 db weighted (as the ear would hear it) at maximum gain. Occupies only 7" of standard rack space.

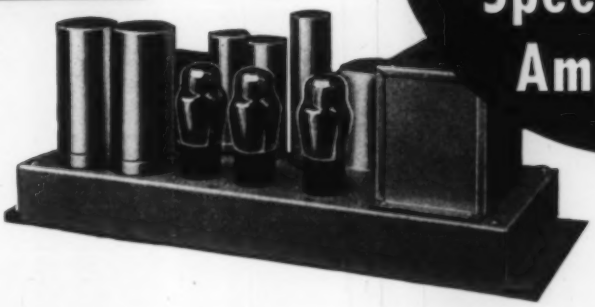
105 A



3 Stage, high gain unit

Stabilized Feedback. Impedances: 30 and 600 ohms input, 600 ohms output. Frequency response: flat within ±1 db from 30 to 10,000 cycles. Gain: approximately 70 db. Gain Control: range 38 db. Power supply: completely self-contained, operating from 105-125 volts, 50-60 cycle, AC. Distortion level: less than 1% at 400 cycles for 20 db output. Noise level: -55 db unweighted, -65 db weighted (as the ear would hear it) at maximum gain. Includes v. i. and plate meters. Occupies only 10½" of standard rack space.

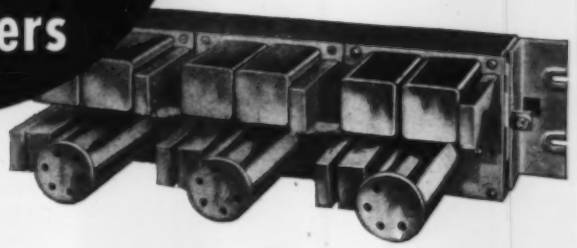
94 type



High level amplifier

The 94C gives remarkable performance as a bridging amplifier due to Stabilized Feedback. Gain: approximately 45 db. Output power stage for driving permanent magnet or other loud speakers to a volume adequate for any normal service. Noise level: better than -40 db unweighted, zero level being 6 milliwatts. Impedances: 600 ohms or bridging (25,000) input, 8 or 500 ohms output. Frequency response: flat within ± 1 db from 40 to 10,000 cycles. Power supply: completely self-contained, operating from 105-125 volts, 45-65 cycles, AC. Either metal or glass tubes. Dimensions: 19 x 7 x 7½.

104 A



Single stage pre-amplifier

A high quality, low cost, fixed gain unit—extremely compact and economical to operate. Gain: approximately 29 db. Frequency response: flat within 1 db from 30 to 10,000 cycles. Impedances: 30 or 250 ohms input, 30 or 500 ohms output. Dimensions: 5¼ x 4⅞ x 6¾.

Three 104A's on 998 type mounting plate (as shown) occupy only 5¼" space on standard relay rack.

For details: Graybar Electric, Graybar Bldg., N.Y.

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

Distributed by Graybar Electric Company

RADIO TELEPHONE BROADCASTING EQUIPMENT

XUM

Rate Card of CBS Has 105 Stations

Cleveland Switch and Increase In Louisville Rate Noted

LISTING 105 stations in 104 cities as against 91 stations in 90 cities, CBS on Aug. 12 announced a new rate card to become effective Sept. 1. The card (No. 23) supersedes one which became effective last January.

For the complete nationwide facilities of the network covering 104 cities, a full-hour evening rate of $21,770 is quoted as against $19,920 under the current rate card. The half-hour rate is quoted at $13,070 as against $11,960, and the quarter-hour at $8,720 as against $7,980. Daytime and late night rates are substantially one-half of the night rates, being $11,004, $6,622 and $4,400 respectively.

The only impending change noted on the new card is the Cleveland switch, effective Sept. 26, at which time WGAR, present NBC Blue outlet, replaces WHK on CBS while WHK becomes the NBC basic Blue station.

For the basic network of 21 cities plus three out of five optional basic cities, a $50 increase is noted on the one-hour rate. Under the current rate card. the total for 24 cities is $8,475 as against $8,525 on the new rate card. The $50 increase is absorbed entirely by an increase in rate for WHAS, Louisville, from $400 to $450. The half-hour night rate for WHAS was increased from $240 to $270. and the quarter-hour rate from $160 to $180.

With the addition of WGBI, Scranton, and WEOA, Evansville, the basic supplementary group is increased from 14 to 16 cities, with each station individually available with the basic network. The aggregate one-hour night rate for the basic supplementary group thereby is increased from $1,975 to $2,250.

The Southeastern group of seven cities, quoted at an aggregate of $1,150, is increased to 12 cities quoted at $1,800. New stations listed in this group are WAIM, Anderson, S. C.; WCHS, Charleston, W. Va.; WMAZ, Macon, Ga.; WPAR, Parkersburg, W. Va., and WJNO, West Palm Beach, Fla.

In the Southcentral group, an increase from 10 to 12 cities is noted, with KLRA, Little Rock, shifted from the Soutwestern group and WCOC, Meridian, Miss., added to it. A new rate of $1,950 per night-hour is quoted as against $1,675 under the old rate.

The Southwestern group is reduced from 10 to eight cities, with one of the deletions accounted for by the KLRA shift. In addition, KNOW, Austin, quoted separately on the current rate card, is quoted along with KTSA, San Antonio, on the new card as a single station offering. The present card rate for the Southwestern group is $1,750 for a night-hour and $1,600 under the new rate card. The Florida group of four cities and the Canadian group of two cities remain the same. The present Northwestern group of four cities, however, is increased to nine cities with the addition of the following stations: WKBB, Dubuque; KDAL, Duluth; WTAQ, Green Bay; WKBH, La-Crosse, Wis.; KGLO, Mason City. The Northwestern group rate of $875 per basic night-hour was doubled to $1,500.

The Mountain group of six cities was increased with the addition of KOY, Phoenix, and the rate increased from $1,000 to $1,125, the entire increase being absorbed by the rate quoted for KOY.

The Pacific Coast group of five cities remains the same. No mention is made in the rate card of the projected switch in the Seattle outlet from KOL to KIRO, KOL still being named as the Seattle outlet along with KVI, Tacoma.

Nelson-Woodman Shifted

A. E. NELSON, since 1934 general manager of KOA, Denver, and former owner of WIBO, Chicago, has been appointed to the same position at KDKA, Pittsburgh, where he will take charge on Sept. 1. On the same day, H. A. Woodman, present KDKA general manager, will report at NBC's New York headquarters for an executive assignment. Robert H. Owen, chief engineer of KOA, will succeed Nelson as station manager.

United Biscuit May Add

UNITED BISCUIT Co., comprising independents in various cities and now on 13 stations, may add other outlets this fall. Quarter-hour *Man-in-the-Street* programs broadcast six times weekly are currently being used on seven stations in addition to a chain program over six stations of the Michigan Network. Stations are WGN, WWJ, WTAM, WDAY, WTMJ, WIRE, KMOX. Michigan Network list includes WELL, WKZO, WFDF, WOOD-WASH, WBCM, WJIM. Neisser-Meyerhoff Inc., Chicago, is agency.

Sheaffer Pen Net Spots

SHEAFFER PEN Co., Fort Madison, Ia. (pens) on Aug. 27 will start weekly musical program over three MBS stations. The program will feature the orchestra of Harold Stokes, WGN musical director, and will be broadcast over WGN, WOR, and CKLW. Baggaley, Horton & Hoyt, Chicago, is agency.

* * *

Sheaffer Pen will also start spot announcements on a long list of stations Aug. 16, included among which are WFBR, WBEN, WHO, KTRH, KHJ, WAVE. WREC, WWL, KSTP, KSL, KOA, WOW, KFRC, KOMO, WNAX.

KINGS COUNTY Communist Party will sponsor a half-hour broadcast on four New York stations the evening of Aug. 26. Talks by Earl Browder, candidate for president on the Communist ticket last year, and other speakers will comprise the program, which will originate on WINS and be fed to WMCA, WNEW and WQXR.

WITHIN THE WOWO one-half millivolt area there are more than 300 towns of 1000 population and over—a radio main street 100 miles long.

—and the 517,003 families who shop along that main street spend $520,300,000 annually for all manner of merchandise.

To these 517,003 families, 417,500 of whom own radios, WOWO is their home town station.

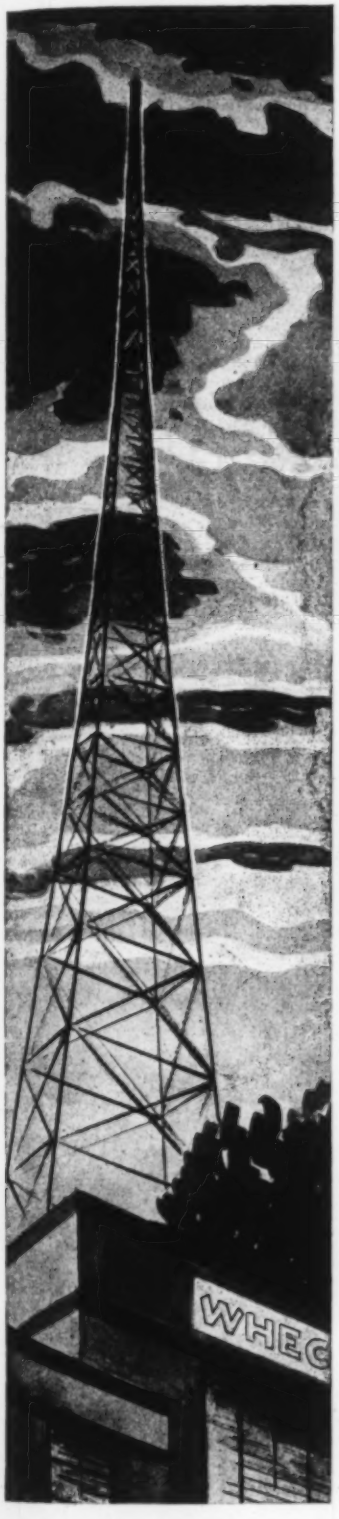
J-99489

WOWO the HOOSIER STATION

E. KATZ SPECIAL ADVERTISING AGENCY

WESTINGHOUSE RADIO STATIONS, INC.
FORT WAYNE, IND.
10,000 Watts — NBC Basic Blue

AS YE SOW — —



DO, MI, SOL,—DOUGH! Between the lines of the musical score of "Frigidaire Frolics" lies sales appeal that has brought cash results to the sponsor. Program just renewed for third time over WHEC by Harold J. Weisberg, Pres., Chapin-Owen Co., Inc., Frigidaire distributor, pictured going over the score with J. Gordon Baldwin, Musical Director, WHEC.

SAFE AT HOME—in the Rochester territory are Socony sales, thanks in good part to good will created by "Socony Sport Review" over WHEC. Ray Blades (in uniform), Mgr., Rochester Red Wings, has dashed from the baseball stadium to take part in a broadcast. Others (from left): G. V. Swendeman and Charles G. Thayer of Socony, Lowell MacMillan, WHEC Sports Announcer.

MORNING PROGRAM CATCHES "EARLY BIRDS"! Rochester Packing Co. entertains early birds with "Musical Clock" program daily at 8:30 a. m. over WHEC. Edward Harrison, Adv. Mgr., Rochester Packing Co., and Francis Owens, WHEC Program Announcer, inspect with amusement a symbolic gift presented by one of the program's fans.

THREE WISE MEN from Rochester's advertising agencies cooperate with WHEC in judging a contest to determine the number of people in WHEC's audience at various hours on different days of the week. Left to right: E. C. Rogers, E. C. Rogers, Advertising; H. Lyman Hart, Pres., Hart-Conway Co., Inc.; and Albert T. Stewart, Pres., Stewart, Hanford and Freeman, Inc.

UP, AND OUT, AND INTO more homes in the Rochester territory go the programs of WHEC, thanks to the new high fidelity R.C.A. transmitter and Blaw Knox vertical radiator antenna recently purchased. The increased coverage amounts to 100 per cent, daytime, and 76 per cent, night time. —And it's all "bonus" because WHEC has *not* increased its rates. New market and coverage data now available. Write for folder.

Rochester Prefers—

WHEC

ROCHESTER, N. Y. BASIC CBS

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

M-G-M Appoints Ford Assistant to Sydney; May Go to Hollywood

TENTATIVE plans of Metro-Goldwyn-Mayer to launch a large-scale project for use of its name talent in radio are going forward, it has been indicated in company circles.

The latest development is the transfer of Gene Ford, manager of the Loew's Capitol Theater in Washington, to WHN, New York, in an executive production capacity under Louis K. Sidney, director of the M-G-M station. Mr. Sidney is expected to go to Hollywood shortly to handle M-G-M radio productions, and negotiations have been in progress with several important national accounts in connection with sponsorship of programs starring M-G-M talent. Mr. Ford may accompany Mr. Sydney to Hollywood as his chief production assistant. Mr. Ford for four years was identified with the Capitol Theater in New York and in his capacity there handled the personal appearances of M-G-M stars over WHN.

Associate director and commercial manager of WHN is Herbert L. Pettey, former FCC secretary. He is now in his second year at the station, having resigned from the FCC in May, 1936, to accept the post. During that period WHN has become an increasingly important outlet in the New York area.

A SALE THAT RADIO SOLD

San Francisco's Largest Department Store Uses Air Waves and Breaks Records for Event

A UNIQUE sales campaign by San Francisco's largest department store, in which only radio advertising was used, has won acclaim because of its results. The plan was conceived by Maurice H. Hyde, advertising director of the Emporium Downstairs Store, to promote the 26th anniversary sale.

The only newspaper space used was that employed to call attention to the intensive broadcast appeal, which ran through two days on KJBS (July 31 and Aug. 1), climaxing with a big birthday party broadcast on the afternoon of the second day over KJBS and its sister station, KQW in San Jose—50 miles away.

The blast was accompanied by widespread distribution of 250,000 copies of a 12-page sales circular. The front page of the circular was devoted to flash copy and a color reproduction of the new KJBS studio and tower, the latter highlighted with red neon-like coloring down the sides.

The first day's receipts in the sale substantially exceeded last year's opening receipts, according to Mr. Hyde, despite the fact the sales circular was eight pages smaller, no newspaper advertising was used and the costly three-month hotel strike had just closed.

"The results far exceeded our original estimates and more than vindicated our radio campaign," Mr. Hyde declared.

Spot announcements were used every half-hour on July 31 and Aug. 1. Two half-hour programs were presented on July 31—*Concert Masters*, a transcribed feature at 10:30 a. m. and *Cocktail Hour*, a transcription, at 4:30 p. m.

On Aug. 1 two quarter-hour recorded programs were presented. *Rhythm Revue* at 9:15 a. m. and *This Rhythmic Age* at 11:45 a. m. The campaign was topped off Aug. 1 with a 60-minute birthday party from 3 to 4 p. m. over KJBS and KQW.

Kellogg Football

CONTINUING the intensive sport schedule begun in Chicago last spring, the Kellogg Co., Battle Creek, Mich., has signed for sponsorship of the Northwestern home and away games this fall over WBBM. Although merchandising plans for the football games have not been completed, it is possible that they may be almost on as great a scale as the company's promotional work in conjunction with the current baseball broadcasts on WJJD, which included car cards, full page newspaper ads and billboards, in addition to presenting famous sports personalities on the broadcasts. John Harrington, regular WBBM announcer, now broadcasting the baseball games over WJJD, will announce the games. N. W. Ayer & Son Inc., Philadelphia, is agency.

ALL NEW ORLEANS PHONED BY WDSU

PERSONAL telephone calls to every residential telephone in New Orleans were resorted to by WDSU, Aug. 1 as a means of informing housewives or heads of families that the station was joining the NBC Blue Network. Denied the customary newspaper cooperation on such matters, because radio news is restricted in all local papers, Joseph H. Uhalt resorted to the telephone notification method.

One of ten Southern stations which joined NBC on Aug. 1, WDSU used many novel promotion methods to acquaint the audience with its affiliation. Flags and bunting used in decorating the main street for the Mardi Gras were ordered out by Mr. Uhalt a week in advance of the opening day. Hugh blue lettering on white banners carried the legend "Welcome to NBC Blue Network over WDSU". Street cars carried the same message and banners were placed in many stores and all windows. The new NBC "Blue Gown" [see page 47] was displayed in a large department store and special broadcasts were made from the store.

Mr. Uhalt explained he resorted to this manner of promotion after one of the local newspapers refused a special tabloid section by WDSU on the ground that its request for a small amount of news space in the 22-page section being used for pictures of WDSU and of NBC stars was in conflict with its policy.

NOW AVAILABLE...
THREE
SURE-HIT
KFYR
NEWSCASTS
MEYER BROADCASTING COMPANY
BISMARCK, NORTH DAKOTA •
FURGASON & ASTON *National Representative*

FORECAST

FOR WTMJ ADVERTISERS

An Early Rise in Listening Temperatures

Milwaukee is an up-and-stirring industrial community not addicted to late sleeping. At least 70.3% of Milwaukee's male population is at work between 7:30 and 8:00 a. m. The other 29.7% dash for desks not later than 8:30. And of the 20% of Milwaukee women who work, the great majority meet an 8 o'clock deadline. A comparative few (lucky gals!) hit the deck at 9:30.

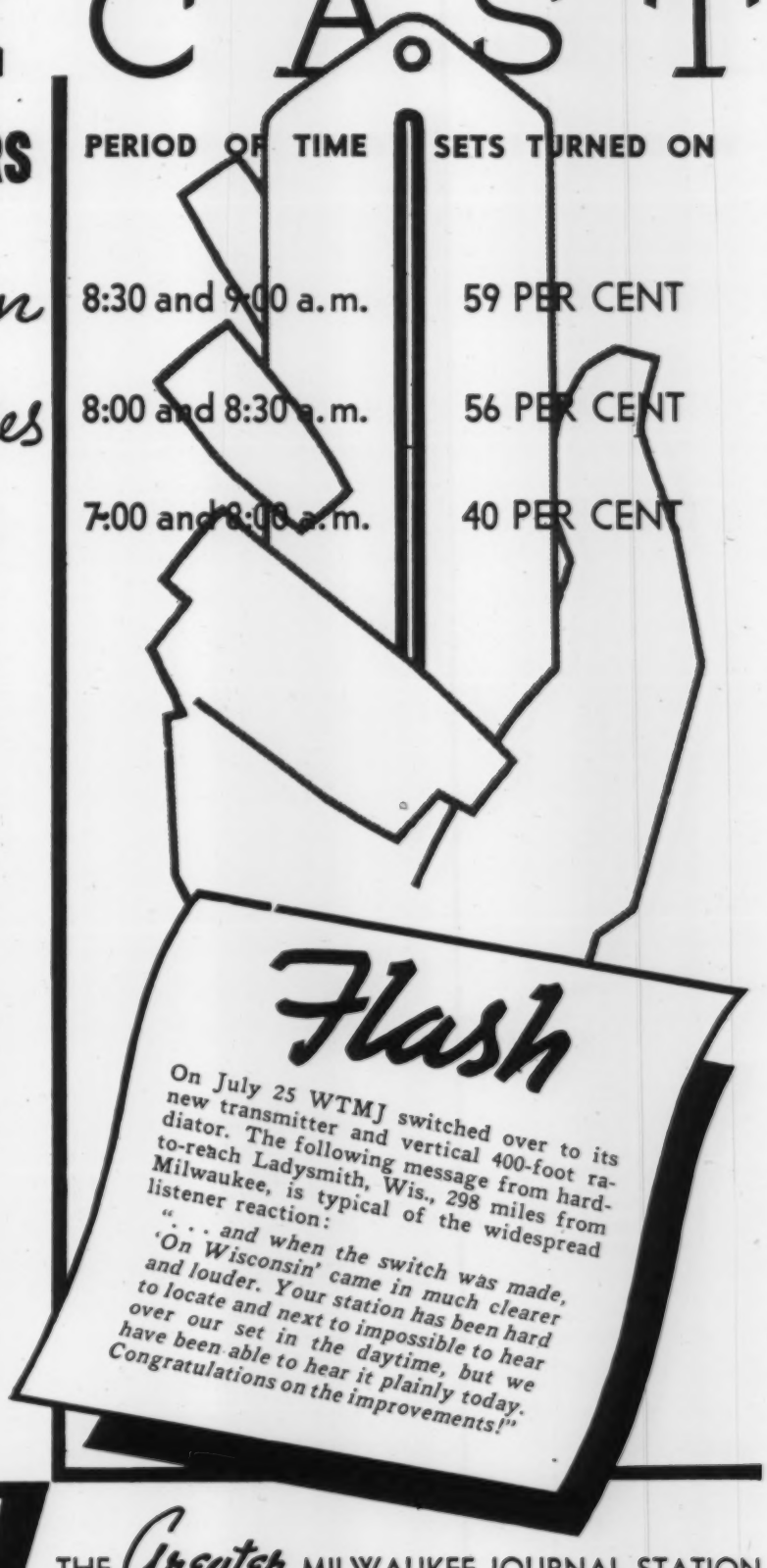
Which proves that the use of early morning time on WTMJ is both productive and profitable. Not because Milwaukee hands turn off alarm clocks in the wee hours. But because these same hands turn on radios almost as soon as the alarm is stifled!

Researchers discovered that of the 185,514 radios in Greater Milwaukee, nearly 75,000 were in operation between 7:00 and 8:00 a. m. Between 8:00 and 8:30, the sets tuned in soared to 103,887. And from 8:30 to 9:00, the number reached the astonishing total of 109,453!

Here, certainly, is a numerical market that even top flight space buyers can't afford to laugh off! Here's a vast listener audience whose a. m. tuning habits are largely a result of WTMJ's morning program menu! Here are more ears for less money than can be bought at any other time of the day!

Action, advertisers!

PERIOD OF TIME	SETS TURNED ON
8:30 and 9:00 a.m.	59 PER CENT
8:00 and 8:30 a.m.	56 PER CENT
7:00 and 8:00 a.m.	40 PER CENT


Flash
On July 25 WTMJ switched over to its new transmitter and vertical 400-foot radiator. The following message from hard-to-reach Ladysmith, Wis., 298 miles from Milwaukee, is typical of the widespread listener reaction:
". . . and when the switch was made, 'On Wisconsin' came in much clearer and louder. Your station has been hard to locate and next to impossible to hear over our set in the daytime, but we have been able to hear it plainly today. Congratulations on the improvements!"

WTMJ

THE *Greater* MILWAUKEE JOURNAL STATION

Edward Petry & Co., Representatives

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

XUM

SUBSCRIBERS

ALABAMA

WSGN	Birmingham
WMFO	Decatur

ARIZONA

KOY	Phoenix

ARKANSAS

KUOA	Siloam Springs
KFPW	Ft. Smith

CALIFORNIA

KPMC	Bakersfield
KIEM	Eureka
KGER	Long Beach
KHJ	Los Angeles
KLX	Oakland
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara

COLORADO

KFEL	Denver
KFKA	Greeley
KGHF	Pueblo

CONNECTICUT

WTIC	Hartford
WELI	New Haven

DISTRICT OF COLUMBIA

WJSV	Washington

FLORIDA

WRUF	Gainesville
WMBR	Jacksonville
WLAK	Lakeland
WQAM	Miami
WDBO	Orlando
WFOY	St. Augustine
WSUN	St. Petersburg
WTAL	Tallahassee
WJNO	West Palm Beach

GEORGIA

WAGA	Atlanta
WRDW	Augusta
WMAZ	Macon
WTOC	Savannah
WAYX	Waycross

IDAHO

KIDO	Boise
KID	Idaho Falls
KRLC	Lewiston

ILLINOIS

WGN	Chicago
WJBL	Decatur
WTAX	Springfield

INDIANA

WTRC	Elkhart
WLBC	Muncie

IOWA

WMT	Cedar Rapids
WOC	Davenport
WKBB	Dubuque

KANSAS

KFBI	Abilene
KVGB	Great Bend
KWBG	Hutchinson

KENTUCKY

WLAP	Lexington

LOUISIANA

WJBO	Baton Rouge
KMLB	Monroe
WDSU	New Orleans
KRMD	Shreveport

MAINE

WCSH	Portland

MARYLAND

WFBR	Baltimore
WTBO	Cumberland
WFMD	Frederick

MASSACHUSETTS

WEEI	Boston
WCOP	Boston
WTAG	Worcester

MICHIGAN

WHDF	Calumet
WJR	Detroit

MINNESOTA

KATE	Albert Lea
WEBC	Duluth
KROC	Rochester
KSTP	St. Paul-Minneapolis

MISSISSIPPI

WAML	Laurel
WQBC	Vicksburg

MISSOURI

KMBC	Kansas City
KWK	St. Louis
KGBX-KWTO	Springfield

NEBRASKA

KFAB	Lincoln
KOIL	Omaha

NEW MEXICO

KGGM	Albuquerque
KRQA	Santa Fe

NEW YORK

WOKO	Albany
WGR-WKBW	Buffalo
WOR	New York City
WQXR	New York City
WHDL	Olean
WHAM	Rochester
WFBL	Syracuse

NORTH CAROLINA

WBIG	Greensboro
WAIR	Winston-Salem

NORTH DAKOTA

KLPM	Minot

OHIO

WJW	Akron
WHBC	Canton
WCKY	Cincinnati
WHK	Cleveland
WHKC	Columbus
WSMK	Dayton
WSPD	Toledo
WKBN	Youngstown

XUM

"SOUND PICTURE"

• Whether sustaining or sponsored—whether for local, regional or national advertising—your program is "a perfect portrait in sound" when recorded by World's modern Wide Range Vertical method. Your listeners hear the individual artists exactly as they are—music, drama and commercials as true-to-life as the most candid camera print.

Here's the picture:

1. Transcription Headquarters, with complete recording facilities, in New York, Chicago and Hollywood.

2. A thoroughly-coordinated service organization operating in close teamwork with radio stations and advertising agencies.

3. Selective Broadcasting—uniform, high-quality programs in markets of the advertiser's own unrestricted choice.

And remember—the W B S method of Vertical Recording and Reproduction is Selective Broadcasting at its best! . . . For full information, write Transcription Headquarters, 711 Fifth Avenue, New York.

Ask to see the new W B S sound motion picture "On the Air with World"—now showing at Transcription Headquarters in New York and Chicago

WORLD

BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA • CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • WASHINGTON

SUBSCRIBERS

OKLAHOMA
KADA Ada
KVSO Ardmore
KCRC Enid
KBIX Muskogee
KVOO Tulsa

OREGON
KFJI Klamath Falls
KOIN Portland

PENNSYLVANIA
WCBA-WSAN Allentown
WLEU Erie
WKBO Harrisburg
WCAU Philadelphia
WIP Philadelphia
WGBI Scranton

RHODE ISLAND
WJAR Providence

SOUTH DAKOTA
KABR Aberdeen

TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville

TEXAS
KFDM Beaumont
KGFI Brownsville
KRIS Corpus Christi
WBAP Ft. Worth
KTSM El Paso
KXYZ Houston
KFRO Longview
KRLH Midland
WOAI San Antonio
KCMC Texarkana
KGKO Wichita Falls

UTAH
KDYL Salt Lake City

VERMONT
WCAX Burlington
WNBX Springfield

VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke

WASHINGTON
KXRO Aberdeen
KVOS Bellingham
KGY Olympia
KOL Seattle
KMO Tacoma
KUJ Walla Walla
KPQ Wenatchee
KIT Yakima

WEST VIRGINIA
WHIS Bluefield

WISCONSIN
WEAU Eau Claire
WHBY Green Bay
WKBH La Crosse
WIBA Madison
WOMT Manitowoc
WHBL Sheboygan
WSAU Wausau

WYOMING
KDFN Casper
KWYO Sheridan

HAWAII
KGMB Honolulu

CANADA
Alberta
CFAC Calgary
CJCA Edmonton
British Columbia
CJAT Trail
CKWX Vancouver
Manitoba
CJRC Winnipeg
New Brunswick
CHSJ Saint John
CKCW Moncton
Nova Scotia
CHNS Halifax
Ontario
CKPC Brantford
CJRC Ottawa
CKCL Toronto
CKLW Windsor
Province of Quebec
CKAC Montreal
CKCV Quebec
CHLT Sherbrooke
Saskatchewan
CJRM Regina

FOREIGN
Australia
5 DN Adelaide
4 BC Brisbane
3 KZ Melbourne
2 GB Sidney
New Zealand
1 ZB Auckland
3 ZB Christchurch
4 ZB Dunedin
2 ZB Wellington
France
Radio-Toulouse Paris
Mexico
XEW Mexico City
Union of South Africa
South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)

XUM

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Cycles and Kilocycles

LOTS of things run in cycles, besides radio waves. Among them is the pastime of making the broadcast medium Target No. 1 of the advertising field.

Of late there has been a deluge of pot-shotting at broadcasting, particularly from agencies. Perhaps Arthur Pryor Jr. and Ned Midgley have been as vehement as any of the critics in their suggestions to the industry, although both are known to be friendly to radio advertising.

Now the cycle seems to be going the other way, judging by the literary output of two broadcasters who contribute to this issue of BROADCASTING. Curiously, both chose dramatic literary devices to tell their stories. Walter Damm, of WTMJ, one of radio's pioneers, uses a letter-telegram exchange to implant several friendly suggestions in the skyscraper offices of metropolitan time buyers. Maurice C. Coleman, manager of WATL, Atlanta, obviously a bit skeptical of the sincerity of some agency promises, chose the fable method of telling his story, and he tops it off with an authentic premium offer with no box tops required.

Both sides, in their more candid moments, will admit that honest criticism is healthy and beneficial to all, since all are interested in the spending of the same dollars. To date the criticism has been honest and apparently is exerting a helpful influence. Here's to more and better verbal battles, and may both sides win!

Into The Discard

INTO THE discard with the impending end of Congress, will go not only the Celler and Boylan bills but possibly the proposals to investigate the broadcasting industry and its FCC regulators. This means merely a breathing spell until the next Congress, for we may expect to see the measures crop up again in one form or another next January. So far as the broadcasting industry is concerned, their revival and a thorough airing of their purposes at that time may be wholly desirable.

The Celler Bill proposes a shortwave broadcasting station to be operated by the government to combat subversive radio propaganda from abroad. The Boylan Bill proposes a $1 to $3 tax per watt on various power classifications of broadcasting stations. Both had the same origin, that is, were inspired and, in the case of the latter, written by a member of the FCC. Both are opposed by the broadcasters—the Celler Bill as an encroachment upon private operation and a needless waste of taxpayers' money since existing stations can do the same job without the onus of governmental propagandizing, and the Boylan Bill as an inequitable tax on a business that already pays its just corporate and excess profits taxes.

With regard to the Celler Bill, we doubt whether it would have survived the scrutiny of a Congressional committee despite the good intentions of its author, for he was ill-advised technically when he was informed that any single station, even using a variety of frequencies, could possibly "reach the nethermost ends of earth." As for the wattage tax bill, some sort of franchise tax may eventually be imposed on radio stations but not one that so simply and blithely fixes a rate per watt regardless of the varying values of frequencies, capacity to pay, etc. It is based on wholly misleading statements regarding "enormous profits" and on the theory, not followed in the case of either the Federal Trade or Interstate Commerce commissions, that a regulated business should directly defray the cost of regulation.

As for the investigation resolutions, we repeat what we have stated in these columns again and again: All radio will welcome a fact-finding investigation along the lines of the White Resolution, for it will air and perhaps cleanse an atmosphere clouded by misstatements, misapprehensions and suspicion. Neither a "fishing expedition" nor "headline hunt," from our observations, is contemplated in the sweepingly factual purposes set forth in the White Resolution.

Believe It or Not

RADIO learned a lesson the other day about testimonial advertising. It grew out of the battle of breakfast foods and the quest for big-name athletes to endorse them.

In baseball lore the prize "boner" story is that of the famed outfielder Snodgrass who stole second with the bases loaded during a world's series. Now radio has its counterpart of that "bloomer" and all because of testimonial advertising.

On the last Friday of last month, Lou Gehrig, stellar slugger of the New York Yankees, stepped before an NBC mike as the guest star on the Kellogg-sponsored *Believe It Or Not* program, on behalf of the Kellogg's *Huskies*. After a dramatic build-up of Gehrig's prowess as a home-run hitter and the "iron-man" of the diamond who hadn't missed a game in years, his interviewer asked him about his favorite breakfast food.

And, believe it or not, the Columbia University graduate replied: "*Wheaties.*"

Silence shattered the ether. After an eternity, the interviewer finally collected his wits and inquired whether there wasn't some other breakfast food he liked. Gehrig then admitted a deep affection for *Huskies.*

On the following Friday, with another famous athlete as guest star, ample safeguards were employed. The interviewer inquired whether he did not regard *Huskies* as the ideal breakfast food. A one-syllable answer was all that was necessary.

The RADIO BOOK SHELF

AN exceptional book on the non-technial phases of radio is *Handbook of Broadcasting* by Waldo Abbot, director of the Broadcasting Service and assistant professor of speech at Michigan U. who is also member of the Federal Radio Education Committee (McGraw Hill Book Co., New York, $3.50). Designed as a guide for teachers and students of broadcasting in planning and presenting programs as well as for those who at some time may make a radio address, the book is a pratcical treatise written by a man of practical experience in radio. The section devoted to program planning includes reprints of successful scripts and a critical analysis of production problems. Particularly informative are the chapters on the networks, local station problems, transcriptions and phases of radio reception. The section devoted to radio's legal aspects traces the historical growth of the industry and the litigation resulting from copyright and libel. Very readable and complete in bibliography, the *Handbook of Broadcasting* should be helpful to the general public and students of radio in understanding the scope of the industry.

CREDO HARRIS, who was a playwright, newspaperman and novelist before Ambassador Robert W. Bingham called him into the *Louisville Courier-Journal* office one April morning back in 1922, and told him he was to run a broadcasting station, has not let some 15 years of radio pioneering dull the point of his keen pen. In that momentous decade-and-a-half he was watched and has been a part of the development of the broadcasting industry, guiding the destinies of WHAS, Louisville. Therefore he is mechanically as well as factually equipped to turn out *Microphone Memoirs*, a collection of anecdotes that deal with the high and hot spots of interesting and exciting years [Bobbs-Merrill Co., New York, $1.75].

Taking the journalistic approach to the subject, Credo Harris fills 281 pages with as fascinating a group of tales as radio literature has ever produced. Always the human and the humorous side are featured in his account of the horse and buggy days of radio and the problems that confronted a manager who took over the job of starting and operating a broadcast station at a time when he didn't know a tube from a condensor.

XUM

We Pay Our Respects To —

JOHN RALPH LATHAM

GO OUT and find out. There, in five words, is the radio creed of John Ralph Latham, director of spot radio operations for the clients of Young & Rubicam Inc. There also is the explanation for his frequent absence from his office, for Jack Latham practices what he preaches and a good share of his time is spent in the field, visiting stations, talking with managers, salesmen, announcers, talent, learning policies and practices, talking with listeners and local business men, learning how the stations are thought of in their own home towns by audiences and advertisers.

First-hand knowledge is essential to the intelligent use of spot broadcasting, Jack believes. Speaking before the New York Advertising Club recently, he urged investigation before purchase as the only sure way of getting the best out of spot broadcasting. "Get out in the field and learn for yourselves how the stations handle their present accounts," he said. "Learn how they handle their own advertising and promotion, what they really think of their audiences and what their audiences really think of them. Don't be fooled by power and frequency. Sometimes a low-powered station or one with a poor wave-length will be so stimulated by more powerful or better located competition and will go after the audience with such vigor that it actually becomes a better buy for the advertiser."

He also believes that live-wire local stations are usually the best judge of the likes and dislikes of the listeners in their communities and in spot campaigns he advocates the purchase of local programs wherever possible. "A program that has been built by a station either as a sustaining feature or for local sponsorship is usually built to the specifications of the station's audience," he says, "and if it has a good past record in audience or sales response it will probably be equally successful for a national advertiser. And here again the only way to know what are the good local programs is by personal inspection."

This theory—perhaps conviction is a better word—of Latham's that the way to learn is through seeing and doing has kept him on the move through most of his 30 years. A native New Yorker, born Jan. 17, 1907, Jack began his migrations early, dividing his elementary education among the schools of New York, Greenwich, Conn., and Westfield, N. J. He started his secondary education at Regis High School in New York, but quit at the end of his second year to become quarter-master on the Panama-Pacific Lines. With his wanderlust momentarily satisfied, Jack returned to Greenwich and worked for six months in his father's yarn mill, from which he jumped to a job in Newark as manager of a factory engaged in making novelties for the 5-and-10 cent stores. In 1925 Jack realized that his formal education needed brushing up, so he enrolled in the Greenwich High School where he cleaned up the four-year course in one and found time on the side to win his letter at football as high point scorer of the team.

Following graduation from high school, Jack entered Lehigh University, where his extra-curricular activities included football, glee club and the stewardship of his fraternity (Psi Upsilon) house. But in 1929 the lure of boom time salaries combined with his drive for first-hand knowledge to outweigh Jack's desire for more college and he quit school to take a position with G. L. Ohrstrom Co., a firm of underwriters which was active in the public utility field. As an executive in the purchasing department Jack spent two years investigating securities, but when Tri-Utilities, a holding company in which Ohrstrom was deeply interested, collapsed in 1931, Ohrstrom failed also.

Following a short term as a section manager at Macy's, Jack went into the sound engineering business. Building and installing public address systems, operating sound trucks, recording sound on film and similar tasks gave him a valuable knowledge of the technical side of radio. Serving as monitor man and frequently doubling as an announcer, Jack handled meetings ranging from style shows and night club revues to political rallies and thereby gained an even more valuable first-hand view of the effect of the amplified human voice on an audience.

From this it was a natural step to radio and when, in 1933, after a brief interlude in manufacturing a patented card table he had invented ("We made thousands and sold dozens," is Jack's comment on this venture), he joined the merchandising and research department of Young & Rubicam, and was soon transferred to the agency's radio department. At first he spent part of his time on production but gradually concentrated more and more on time buying and for more than a year he has been in charge of this activity.

In 1934 he married Donna Brace, daughter of the publisher. As this is written the Lathams are residents of Manhattan, but by the time it appears in print that statement may no longer be true. "I know of a place in Connecticut that with just a little fixing up and remodeling . . . ." Jack says, a dreamy look coming into his eyes. His hobbies are working with his hands, building things, furniture, houses, and especially boats. Sailing is Jack's passion and during the summer he is more likely to be found at the tiller of his boat than at home.

What the future will bring no one knows, least of all Jack himself. But whatever it is radio will very probably be involved, for as Jack says, "Radio is an ideal vocation for a guy who likes to go places. The whole business moves so rapidly and changes so quickly that it's all a man can do to keep up with it."

PERSONAL NOTES

GEORGE DIEFENDERFER has resigned as manager of the Detroit office of William G. Rambeau Co., to join the sales staff of WBBM, Chicago. Bill Dooley, with the station for four years has also joined the sales staff. He had been secretary to J. Kelley Smith when the latter was sales manager of WBBM before heading Radio Sales Inc.

MORTIMER C. WATTERS, general manager of WCHS, Charleston, W. Va., and Mrs. Watters are the parents of a daughter, Mary Ellen, born Aug. 3.

ANDY POTTER, former manager of KOH, Reno, Nev., has been named assistant manager of the newly authorized KSRO, Santa Rosa, Cal., which is to be dedicated soon.

ENES CANATA, KFRC sales service manager, San Francisco, is recuperating at the Dante Hospital, San Francisco from injuries received when struck by an automobile.

M. F. WOODLING, manager of KYOS, Merced, Cal., following a month's leave of absence due to ill health, has returned to his station duties.

HENRY FRITZEN, new to radio, has been appointed account executive of KGER, Long Beach, Cal.

S. H. PATTERSON, manager of KGGC, San Francisco, recently purchased a new launch on which he has placed shortwave equipment.

RALPH WEIL, sales manager of WISN, Milwaukee, sailed July 29 on the *Quirga* for a West Indies cruise.

RICHARD O'BRIEN and Dave Caughlan have joined the sales staff of KSD, St. Louis.

MERWYN (Dixie) McCABE has rejoined KFRC, San Francisco, as account executive, after an absence of several months. He had been in ill health.

GEORGE McCAUGHNA, assistant to Edward Buckalew, CBS Pacific Coast sales promotion manager, Hollywood, has been promoted to assistant to Alan Cormack, traffic manager. He has been placed in charge of all CBS Hollywood and Los Angeles theaters and takes over the duties of Bill Anderson, transferred to the sales promotion department.

MARTIN GOSCH, for the last year radio director of Warner Bros. First National Pictures, and vice-president of Transamerican Artists Bureau, who recently resigned to handle the business affairs of several Hollywood radio artists, is now in New York to negotiate agency deals for clients, having left the West Coast Aug. 9.

R. H. STIEPOCK, vice-president of Rintoul-Stiepock Inc., New York, is the father of a boy, Robert Clarke Stiepock, born Aug. 4.

RALPH NORDBERG, former sales manager of WGY, Schenectady, has joined the NBC station sales department in New York.

ROBERT S. TAPLINGER, head of Robert S. Taplinger Inc., New York radio publicity service, is in Hollywood conferring with Pauline Swanson, West Coast manager of the organization, and with clients on fall activities.

DONALD FLAMM, president of WMCA, New York, brought back a Sicilian donkey and cart from Italy after a recent vacation there.

DONALD W. THORNBURGH, CBS Pacific Coast vice-president, Hollywood, is on his way to New York for a series of network conferences, having left the West Coast Aug. 13.

COMBS BLANFORD, staff announcer of WLBC, Muncie, Ind., has resigned to join WKBV, Richmond, Ind., as head of local sales.

PAUL WING, NBC director of children's programs, gave a talk Aug. 7 before the Wharf Theatre School, Provincetown, Mass., on "Footlights and Microphones."

GEORGIA NEFF, formerly in the publicity department of N. W. Ayer & Son Inc., New York, has joined the Hollywood CBS studios in a similar capacity.

RALPH ATLASS, head of WJJD and WIND, Chicago and Gary, left Chicago Aug. 9 for a two-week motor trip during which time he will visit Yellowstone and other national parks. Joe Kirth, formerly on the sales staff of WHBF, Rock Island, Ill., has been added to the WJJD sales staff.

Edgar "Teddy" Bill

EDGAR D. (Teddy) BILL, 19-year-old son of Edgar L. Bill, president of the Peoria Broadcasting Co. and operator of WMBD, Peoria, died July 27 at Phoenix, Ariz., after an illness of eight months. He would have been a senior this fall at Peoria High School and was almost a genius at radio engineering. He frequently aided WMBD operators.

Albert E. Short

ALBERT E. SHORT, NBC staff orchestra leader in Chicago, died Aug. 10 after a stroke of apoplexy at the age of 46. He was once a cornet soloist with Victor Herbert's orchestra. He is survived by his widow and a daughter. Interment took place Aug. 12 at Springfield, Mass.

Lew Anker

LEW ANKER, former WIP announcer, died Aug. 6 at the Mt. Sinai Hospital in New York. He had been ill for the last year. Surviving is his wife, Anice Ives, who directs the *Homemakers' Club* at WMCA, New York.

BEHIND the MIKE

LONNY WORTH, former assistant to Stan Shaw, who announces the midnight to morning *Milkman's Matinee* on WNEW, New York, has been appointed studio manager of the station. The position has been vacant for several months, since the resignation of Walter Tibbles, who is now with Biow Co. Inc. as assistant space buyer. John Flora, new to radio, succeeds Worth as assistant on the early morning program.

JACK SAYERS, in the CBS Hollywood publicity department, has announced his engagement to Gwen Steele, the wedding to take place in November.

HOWARD CHAMBERLAIN has resigned from KMA, Shenandoah, Ia., where he has been program director for the last year, to become production manager of KLZ, Denver. He was with WLS, Chicago, before going to KMA.

GENE HALLIDAY, formerly of KLO, Ogden, Utah, has been named music director of KSL, Salt Lake City. Irma Bitner has been promoted to director of public relations of KSL.

JOHN HUGHES has been added to the announcing staff of WATL, Atlanta. Chief announcer Dick Pyron has also assumed the duties of production manager. Ken Keese, for the past year the station's musical advisor, has been appointed program director.

FRED GRAYSON has been appointed head of the KNX, Hollywood, purchasing department, succeeding Roy Atchison, resigned.

ANDY POTTER, for the last year program director of KOH, Reno, Nev., has resigned to take a similar post with KSRO, new Santa Rosa, Cal., station scheduled to open the end of August.

ROY GRANDE, CBS Hollywood continuity writer, and Dorothy Lois Smith, on the staff of KOL, Seattle, in a similar capacity, will be married Aug. 26 in the latter city.

KENNETH HIGGINS, KEHE, Los Angeles, producer, and Lucille Lund, motion picture actress, will be married in that city Aug. 20.

Announcing Sleuth

CLARENCE GARNES, man-in-street announcer for KBST, Big Spring, Tex., questioned a youth from Bakersfield, Cal., who gave his name as Jimmy Lyles, formerly of Big Spring. Deputy sheriffs who were listening to the program recalled that Lyles was wanted in Fort Worth to face charges of forgery. They took him in custody a few minutes later.

BILL LAWRENCE has been assigned network producer of the CBS *Hollywood in Person* program sponsored by General Mills Inc., from Hollywood. Tom Wallace, of Baggaley, Horton & Hoyt Inc., continues as agency production head.

BOB SANDERS, for seven months on the staff of Consolidated Radio Artists Inc., has been appointed West Coast manager with headquarters in Hollywood.

EVERETT MITCHELL, NBC announcer in Chicago, and William E. Drips, NBC director of agriculture, were presented fishing reels recently by a Lions Club delegation from Clearwater, Fla. Mitchell won first prize in the annual Clearwater tournament with a 12 lb. 3 oz. kingfish while Drips took third with a 9 lb. 2 oz. catch. They entered the tourney last winter while in Florida for a *Farm & Home Hour* broadcast.

ROBERT W. EHRMAN, formerly professor of German at the University of Richmond, has been named continuity director of WRTD, Richmond, succeeding Bernard M. Dabney, named publicity and promotion director.

MALCOLM (Buzz) EAGLE, assistant program director and head of the artists' bureau of the old Affiliated Broadcasting System, has joined KVOD, Denver, where he will build special programs for local sponsors.

M. C. BERTSCH, formerly of KFBK, Sacramento, Cal., has joined KJBS, San Francisco.

DEAN STEWART, announcer of KGMB, Honolulu, recently made a business trip to the mainland, visiting stations in Seattle, Portland, Vancouver, San Francisco and Los Angeles.

ED CARDER, continuity writer of WLW, Cincinnati, and Thelma Horn, of Ludlow, Ky., were married late in July.

DON MARTIN, formerly of WIP, Philadelphia, has joined the announcing staff of WTAR, Norfolk, Va.

GENE KRISCHER, member of the publicity staff of KSFO, San Francisco, flew to New York on Aug. 2 to confer with CBS officials.

WARD BYRON, writer and producer on NBC San Francisco staff, resigned July 31 to join the Music Corporation of America staff in Hollywood as studio consultant in MCA's new program production unit. Under a special arrangement with NBC, Byron will continue to write the scripts for the network's *Bughouse Rhythm* programs.

HERB ALLEN, announcer at KFRC, San Francisco, and Miss Jane Kasper were married recently at Lake Tahoe, Cal.

EARL MELBY, formerly an announcer-producer of KYW, then in Chicago, has joined KMPC, Beverly Hills, Cal., announcing staff, replacing Gordon Mills, resigned.

T. ROY REID, formerly of KTUL, Tulsa, has joined the announcing staff of KSD, St. Louis.

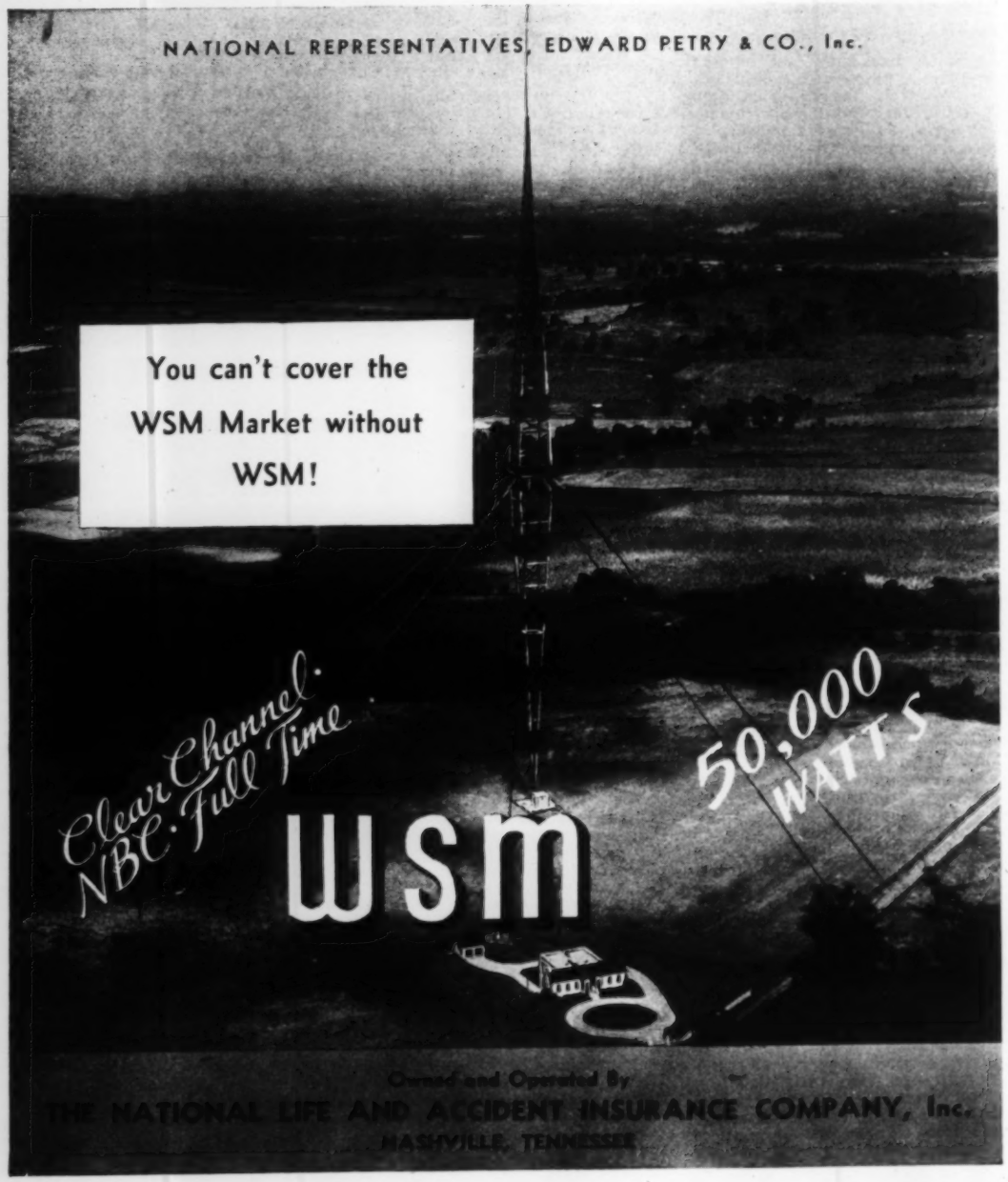
LANE WILLIAMS has joined the announcing staff of KFAC, Los Angeles.

FOSTER GOSS has been appointed news editor of KNX, Hollywood, having resigned his city editorship of the *Los Angeles Illustrated Daily News* to take over the assignment. Nelson (Pete) Pringle, temporarily appointed news editor when John Clarke resigned some weeks ago, remains as Goss' assistant.

BILLY WELLS, formerly with WJNO, West Palm Beach, Fla., has joined the announcing staff of WQAM, Miami.

CLETE ROBERTS, formerly of KIRO and KOL, Seattle, has joined KGER, Long Beach, Cal., as news editor, the station having subscribed to the full Transradio news service effective Aug. 2. Gordon Mills formerly KMPC, Beverly Hills, Cal. announcer, has also joined the station as newscaster. Lee Wynne has been appointed publicity director, having been switched from announcing.

FRANK PERKINS, continuity writer of WJBK, Detroit, is nursing a broken jaw as a result of being struck by a hit-and-run driver recently. He is well on the road to recovery.



What Happened to Punkin or HOW UNCLE HENRY SAVED THE DAY!

WHAT'S WRONG, PUNKIN? --DID ALMAGATED DROP TO DAY?
NO, BUT DON'T WORRY YOUR SWEET LITTLE HEAD -IT'S THE COVERAGE PROBLEM IN THE MIDDLE WEST
UNCLE HENRY SAYS THIS YEAR IOWA'S HAVING THEIR GREATEST BIG MONEY HARVEST SINCE 1928. A $18,000,000 CROP OF WHEAT ALONE
UM-HMM BIG MONEY HARVEST $18,000,000 IN WHEAT YOU SAY?
AND PUNKY, DEAR THAT DOESN'T EVEN INCLUDE CORN, IOWA'S BIGGEST CROP, OR THE OTHER SMALL GRAINS!
YEA BOY! BLESS YOUR LIL' HEART FLUFF!
WHY PUNKY?
WITH A MARKET LIKE THAT BABY AND THE IOWA NETWORK WE ARE GOIN' TO TOWN!
YOU MEAN KSO-KRNT AND WMT?
YEA MAM, WE'LL GET THE MOST EFFECTIVE CONSISTENT, ADVERTISING COVERAGE IN THAT MONEYED MARKET AT LOWEST COST PER THOUSAND FAMILIES WITH THE IOWA NET!
G'BYE BABY - GOTTA GET E. KATZ AGENCY ON THE PHONE FOR RATES AND TIME AVAILABILITIES!
GO TO IT PUNKY!

IOWA NETWORK

WMT LINKED WITH EITHER KRNT OR KSO

CBS Basic Des Moines

NBC Blue: MBS Cedar Rapids-Waterloo

NBC Blue: MBS Des Moines

Radio Stations of the Des Moines Register and Tribune

XUM

GENE FERGUSON of WCHS, Charleston, W. Va., who is master of ceremonies on the WCHS weekly broadcast *The Old Farm Hour*, Aug. 6 celebrated his birthday and the fourth anniversary of the program. The Friday night show is broadcast from the studio auditorium before 3,600 paid admissions.

QUIN RYAN, commentator and announcer of WGN, Chicago, departed August 13 for a trip to Sun Valley, Idaho; Lake Louise, Canada, and Alaska.

BROOKS WATSON, former police reporter of the *Peoria* (Ill.) *Star*, has joined the staff of WMBD, that city, as news editor and announcer.

JAMES BEGLEY, program manager of KYW, Philadelphia, recently swam in the Pacific and Atlantic oceans on the same day when he flew from Hollywood to Camden, N. J., at the conclusion of his vacation.

JOSEPH J. AUERHAAN has resigned as publicity director of WNYC, New York's municipally-owned station. Auerhaan has been associated with radio since 1924 and at one time was executive secretary of the Broadcast Owners Association, an organization of independent broadcasters.

EDITH BRINSON, secretary of WRVA, Richmond, has sailed for Europe aboard the *Conte di Savoia*. She also will visit Palestine and Egypt, returning from Alexandria about the first week of September.

ROBERT ST. F. HURLEIGH, formerly in theatrical and announcing work in Washington, has joined the production staff of WFBR, Baltimore.

RAY SCHNEIDER, announcer of WWSW, Pittsburgh, a second lieutenant in the reserves, served with his company during summer maneuvers during August.

REINALD WERRENRATH Jr., member of NBC's guest relations division in New York, married Elizabeth Imbrie recently.

WPG ANGLERS — Nine members of the WPG, Atlantic City, sales staff and their national representative took a day off recently to go fishing. The picture was taken as they started out. Left to right: top row, J. Fennell, W. S. Shook, J. W. Mosher; center row, Walter Doyle, Paul Von, Charles Flaherty, Sidney Bogatin; bottom, William H. Appleby, sales manager; Hibbard Ayer of Sears & Ayer, George McGinley.

ANITA DAY HUBBARD, who conducts the "Good Neighbor" column in the *San Francisco Examiner*, is presenting a quarter-hour talk over KYA, San Francisco, giving advice to the perplexed. Josephine Avis, of the program department of KYA, is writing script for a new story and music feature on the station's Saturday morning *Musical Clock* hour conducted by Bert Buzzini.

IVAN EPPINOFF has been appointed musical director of KEHE, Los Angeles, succeeding Leon Rosebrook resigned. Eppinoff came to the West Coast recently to appear in M-G-M's production of "Camille" after gaining prominence in Chicago and eastern cities as a violinist and conductor.

VIRGINIA SEEDS, head of the publicity department of WLS, Chicago, is leaving the station Aug. 15 to free lance. Miss Seeds started with *Prairie Farmer* in 1931. In addition to her publicity work, she was also managing editor of the station's magazine, *Stand By*.

CARLOS DEL PRADO has been added to the CBS Hollywood continuity staff.

GEORGE T. CASE of WIS, Columbia, S. C., married Miss Marilu Geiselman Aug. 3. Both have been in radio work for a number of years and met while working for stations in Cincinnati.

HERB CONNOR, Hollywood writer of the Don Lee network dramatic serial *House Undivided* sponsored by General Foods Inc (Satina) from KHJ, Los Angeles, has returned to the West Coast after a New York conference with sponsors on releasing the series nationally.

AUSTIN PETERSEN and Jess Oppenheimer, editor and writer respectively of last season's NBC *Packard Hour*, have been re-signed by Young & Rubicam Inc., Hollywood, as members of that shows fall season writing staff.

JOHN MURRAY, CBS Hollywood producer of *Cassandra*, Pacific Coast network dramatic serial sponsored by Sylmar Packing Corp., (olives), has returned to his studio duties after being confined to his home through illness.

Rising Radio Standards Seen in Canada by Weed

CANADIAN broadcasting is on a par with American broadcasting, according to Joseph J. Weed, president of Weed & Co., New York station representatives, who returned recently from a six-week tour of Canadian stations. Extensive equipment and rebuilding programs are going forward in many parts of the Dominion, according to Mr. Weed who said that CKY, Winnipeg, is spending $100,000 on new equipment and that CKCK, Regina, is building new studios and transmitter at great cost. The equipment, he continued, is the latest and for the most part comes from the United States.

Mr. Weed said further that in his opinion Canada leads America in the standard of its daytime programs and in its brand of radio humor. He stated that daytime programs are not treated as fill-ins in Canada and because of expert programming there are probably more daytime listeners proportionately in Canada than in the United States. "American comics," Mr. Weed said, "use takeoffs on vaudeville technique while Canada's radio comics use an honest-to-goodness radio technique solely devised and patterned for the edification of the home listener rather than for a visible studio audience."

NORMAN BROKENSHIRE, veteran network announcer, on Aug. 4 began a new series of thrice-weekly programs, sponsored by the *Journal of Living* and booked through MBS, on WAAB, Boston; WEAN, Providence, and WOR, Newark, originating in the latter's studios.

BLUE RIBBON

JOSEPH H. UHALT'S
WDSU
Tops Again in New Orleans

National Representatives:
JOHN BLAIR & CO.
New York · Detroit · Chicago · San Francisco

IF YOU EXPECT TO SELL
DETROIT

. . . you must reach not only the English-speaking population in Detroit area, but also the very large* foreign-language group within its borders.

WJBK broadcasts Programs in:
POLISH
GERMAN
JEWISH
UKRAINIAN
HUNGARIAN
ITALIAN
ARABIC

*755,786 Detroiters are either foreign-born or of foreign or mixed parentage.

Augment your English Program by using one or more of these foreign language programs.

WJBK
JAMES F. HOPKINS, *Manager*
ROESLER & HOWARD, *Foreign Language Representatives*

A CHICKEN IN EVERY POT!

THIS WILL BE THE BEST YEAR FOR OKLAHOMA FARMERS SINCE 1929!

• With a 68-million-dollar wheat crop (best cash crop since 1928) already in, rural Oklahoma is buying. The best cotton crop in years is now practically assured as well as bumper harvests in all other farm products. This year is the year for rural Oklahoma with yields and prices well above the 10-year average . . . and there'll be "a chicken in every pot" throughout Oklahoma this fall and winter.

WKY serves 63% of Oklahoma's million and a half rural population with a signal intensity of .5 millivolts or better. But above this ability to cover the biggest chunk of Oklahoma . . . WKY is the most frequent and welcome guest in Oklahoma homes . . . a direct route to where big buying ideas are in the making.

WKY OKLAHOMA CITY

• AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN • REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

XUM

Next?

XUM

Procter & Gamble buy 1 hr., 5 times each week, on WOR to increase coverage in the wealthiest market on earth.

WOR carried 49% more national spot campaigns during the first quarter of 1937* than any other station in the United States.

**based on an analysis made by Sales Management from figures compiled by the Publishers Information Bureau.*

Known as one of America's smartest time buyers, Procter & Gamble believe that only by using WOR, plus their national network campaign, can they hope to gain the additional coverage the world's wealthiest market demands. And to WOR goes the biggest slice of P & G's local radio appropriation. For WOR has proved (is proving) day in and day out that it is the shrewd advertiser's logical choice when he thinks of Greater New York. Advertisers vote WOR their "spot" favorite, too. In fact, 101 of them planked down cold cash for WOR campaigns during the first quarter of 1937. Or 49% more than picked any other station. And they got very good RESULTS at very little cost. Next, please?

WOR

XUM

Just a Mother

We folks at WWVA like to feel that there is a heck of a lot of sentiment in the operation of a successful broadcasting station. Experience has taught us that the feeling listeners have for "their" station means a great deal to the advertiser. And by "feeling" we refer to a thought so eloquently expressed in a recent fan letter addressed to WWVA. Among many nice comments regarding our service, the writer said "When I miss hearing your Radio Pals, I feel as lonesome as I do when I miss seeing my own boys." Then the peak in listener sentiment was so superbly expressed in this signature:

"Just a Mother to My Radio Friends"

It is such listener reactions as this that have made "The Friendly Voice from Out of the Hills of West Virginia" a top ranking performer in a big industry. A powerful claim to be sure, but your check-up is what we're after.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

New Shortwave Methods To Be Employed by GE For Foreign Broadcasts

NEW DEVELOPMENTS in shortwave broadcast technique will be employed in the operation of the 100,000 watt transmitter being installed by General Electric Co. in Schenectady under FCC authority granted last month, according to Boyd W. Bullock, assistant broadcasting manager of GE.

The new transmitter, to be used by W2XAD and W2XAF, will entail an expenditure of more than $100,000 and will be the most powerful shortwave transmitter in the world [BROADCASTING, Aug. 1].

One of the innovations is the panel antenna developed by Dr. E. F. W. Alexanderson, inventor of the famous Alexanderson alternator. With this aerial, it is claimed, it is possible to send signals in one direction on a beam so narrow that very little energy is dispersed more than 15 degrees on either side of the line of direction. Thus, it will be possible to send more than three times as strong a signal in one direction than is possible with the conventional types of shortwave antenna.

It is understood the effort will be made to concentrate the beam in the direction of South America for best possible reception there with the result that the signal trained toward that locality will have an intensity ratio of 300,000 rather than 100,000 watts. A second development to be incorporated in the transmitter is a new type of transmitting tube which, according to GE, will make practical shortwave broadcasting with much higher powers than now are being used. The new equipment will be ready for operation by the first of the year, according to Mr. Bullock.

Central Shoe Series

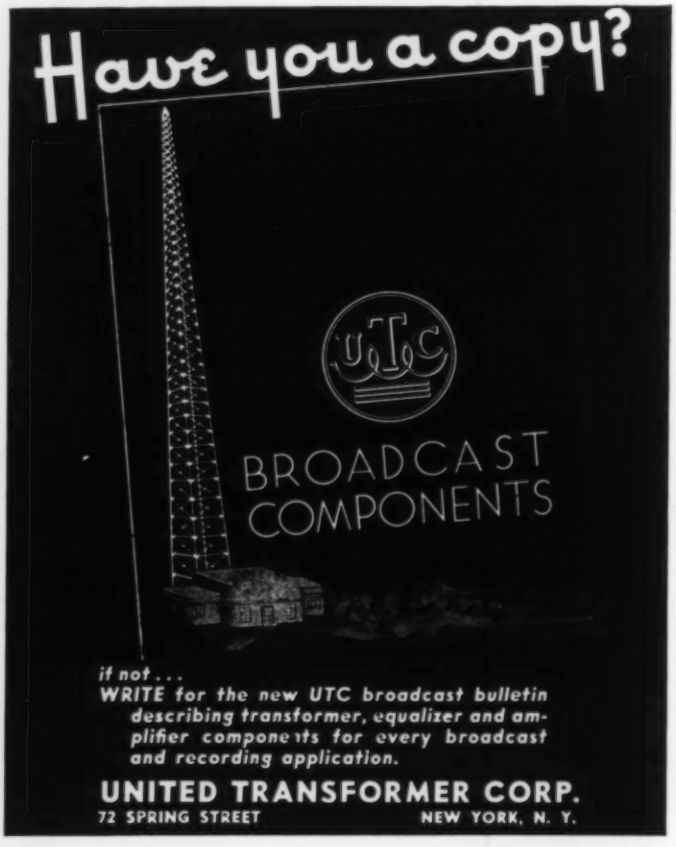
CENTRAL SHOE Co., St. Louis (women's shoes), will start a transcribed show, *Footsteps to Beauty* on 12 stations starting in October. The program will be broadcast 15 minutes once a week. The entire series was produced and transcribed by Transamerican. Kelly, Stuhlman & Zarndt, St. Louis, is agency.

TEXAS COCA COLA ON QUALITY GROUP

SUCCESS of their *Coca Cola College Night* program over WFAA, Dallas, has led the Coca Cola Bottlers of Texas to extend the series to the Texas Quality Network, starting Sept. 30, Thursdays and Saturdays, 6:30-7 p. m., until Nov. 27. The 18 broadcasts, picked up by remote control from the campuses of the various universities and colleges of Texas, will be handled by Wilson Crook Advertising Co., Dallas.

For nine weeks last fall, the shows were carried on WFAA, featuring pep rallies from the week's honor college on Friday nights with football predictions and comments by Jerry Mann, and band shows from the participating colleges on Saturday nights. A merchandising tie-in called for predictions of the outcome of the games from listeners, with cases of Coca Cola as the reward. As a mail puller the show set a record at WFAA, running 200,000 entries in seven weeks.

This year's series will again have Hal Thompson, WFAA chief announcer, at the microphone, with Benny Lee Boynton, Southwest football official, predicting the scores on the Thursday night shows.


Have you a copy?
UTC
BROADCAST
COMPONENTS
if not . . .
WRITE for the new UTC broadcast bulletin describing transformer, equalizer and amplifier components for every broadcast and recording application.
UNITED TRANSFORMER CORP.
72 SPRING STREET
NEW YORK, N. Y.

W1XAL Extending To Latin Nations

Pan American Union to Assist Educational Broadcasts

Mr. Lemmon

EXTENSION of the broadcasts of W1XAL, international shortwave station at Boston, into the Latin American field is planned under a cooperative arrangement made between the World Wide Broadcasting Foundation, licensee of the station, and the Pan American Union at Washington. Station W1XAL is devoted entirely to educational broadcasting, working under a grant by the Rockefeller Foundation and in cooperation with Harvard, Massachusetts Institute of Technology and other institutions of higher learning. Its founder and director is Walter S. Lemmon, radio inventor who is regularly employed as head of the radiotype division of International Business Machines Corp., New York.

Purpose of the new series will be to improve knowledge of the American republics among one another. Broadcasts will be in English and Spanish, relayed to 10 cooperating stations in Central and South America for rebroadcast there. In addition, transcriptions of all programs will be made during the broadcasts and will be repeated for different time zones. Discs will also be made available to any and all stations in Latin America without cost. Some of the transcriptions will be made in the Pan American Union headquarters in Washington, where recording equipment is being installed under Mr. Lemmon's direction.

Longer Schedule

Mr. Lemmon announced that W1XAL will go on a seven to eight hour daily schedule with the beginning of the new college year. Its technical equipment is being expanded and improved, he said, with an additional series of beam antennae to focus the shortwaves toward South and Central America. Hitherto the station has concentrated on Europe, particularly Great Britain, and on domestic listeners. Its educational courses, Mr. Lemmon said, have had a regular listenership of at least 500,000.

The station uses the 6040, 11790, 15250 and 21460 kc. frequencies, directing them to various points of the globe according to season and time of day.

Dr. Louis B. Andrews, of the Harvard Observatory, who is program director of W1XAL, is due to return to Boston about Sept. 1 after a five-month study period with the British Broadcasting Corp. in London. He has been attending the BBC staff college, working on program developments and studying listener reactions to W1XAL's programs in Great Britain. Chief engineer of W1XAL is Hollis Baird.

WHEN the studio clock at KGMB, Honolulu, gets too near the straight up mark, and it looks like the *Old-Fashioned Spelling Bee* is about to run over-time, the professor always has a stopper. It's the name of one of Hawaii's smallest fish — Humuhumunukunukuapuaa!

"It seems to be better every issue, if that could be possible."

FLETCHER & ELLIS, INC.
Advertising

500 FIFTH AVENUE, NEW YORK

W YORK · CHICAGO · DETROIT · TORONTO

July 16th
19 37

Mr. Norman R. Goldman
Broadcasting Magazine
1270 Sixth Avenue
New York, N. Y.

Dear Norman:

This is just a line to tell you how much I think of BROADCASTING. It has made an enviable niche for itself in the radio field. It seems to be better every issue, if that could be possible. I trust that all of you connected with it will maintain the fine pace which you have set for yourselves. With best wishes for your continued success.

Sincerely yours,

Lawrence Holcomb
Radio Director

Lawrence Holcomb
sj

LAWRENCE HOLCOMB

Radio director, producer, writer and time-buyer, few men know radio better than Mr. Holcomb. He has served as radio head of Joseph Katz Co. and Fletcher & Ellis; continuity editor of NBC. Among his current radio accounts are Ward Baking Co. and Quaker Oats Co.

Mr. Holcomb's interest in BROADCASTING is not unique. For included in BROADCASTING's 7,000 circulation is practically every time-buyer and radio advertiser of national and regional consequence in the United States. They read each issue from cover to cover. And that's why you will want to tell your story to these buyers — through BROADCASTING.

BROADCASTING

Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

XUM

Independent Federal Status for FCC Is Advocated by Sykes at Senate Hearing

RETENTION of the FCC as an independent agency was advocated Aug. 9 by Acting Chairman E. O. Sykes in testimony before the Senate Committee on Government Reorganization which has before it the Administration bill (S-2700) under which that agency would be absorbed by the Commerce Department.

A drive for enactment of the President's plan developed suddenly Aug. 10 when a special House Committee reported favorably a modified bureau merger bill but with 12 independent commissions and agencies including the FCC, specifically exempted from its provisions. Under its terms the President would have authority to consolidate and revamp all other independent agencies within a two-year period. Prompt passage by the House was predicted.

One of several witnesses representing independent agencies who opposed the President's reorganization plan, Judge Sykes delivered an analysis of the bill prepared under the direction of FCC General Counsel Hampson Gary. Responding to questions of Senator Byrd (D-Va.), opponent of the President's reorganization plan, Commissioner Sykes said that possible harmful effects upon the efficiency and responsibility of the FCC reposed in the bill's proposals that the hiring and discharging of employes be taken away from the Commission and placed under the Commerce Department.

Moreover, he intimated, separation of the administrative functioning of the FCC, which would be placed in the Commerce Department, from the quasi-judicial actions of the Commission, would tend to place the responsibility of regulation upon the FCC without giving it the staff necessary to perform the task efficiently.

"If the power to employ and the power to discharge for cause is taken away, I fear for the efficiency of the Commission," Judge Sykes said.

In the legal analysis, the FCC Law Department pointed out that under one section of the bill the executive department would be permitted to handle "routine" budgetary, personnel and supplies details for the FCC but that this section could be subjected to broader interpretation and therefore was ambiguous. It could be construed, for example, the memorandum stated, to place under an executive department such matters as appropriations estimates and appointment of personnel, which are of primary concern to the FCC.

Along with other independent agencies, the FCC had been called upon by the Senate committee to submit its views on the reorganization plan but up to Aug. 9 had failed to do so. Judge Sykes explained this was due to the sudden death last month of Chairman Prall. In its legal analysis, the FCC Law Department said that the Commission had a well-defined law under which it operated and that in its coordination of work with other departments there had never been any appreciable overlapping or duplication of effort.

Most vigorous opposition to the reorganization proposal came from Joseph B. Eastman, ICC commissioner, who termed it "dangerous and ill-advised". The bill, he declared, gave the President "a blank check" to reorganize the ICC in any way he desired and would precipitate a harmful political influence on the ICC affairs. Chairman Byrnes (D-S.C.) of the Senate Committee asserted, however, there would be ample safeguards in the measure to protect the ICC.

Chairman William A. Ayers of the Federal Trade Commission, also assailed provisions of the bill. An administration not in sympathy with the Trade Commission, for example, he said, could "hamstring" it through this power.

Other witnesses opposed the measure and praised the ICC for its notable record of impartial, non-political governmental regulation. The National Association of Railroad & Utilities Commissioners through H. Lester Hooker, chairman of the Virginia Corporation Commission, asked that the ICC, FCC, Federal Power Commission and Securities & Exchange Commission be specifically exempted from the terms of the proposed governmental reorganization legislation. He asserted the independent commissions ought to be as free of political influence and control as the courts.

With adjournment of Congress anticipated this month, little hope is held out for enactment of a reorganization program along the lines advocated by the President in a special message to Congress earlier in the session. Such legislation, however, appears to be earmarked for consideration when the new Congress convenes next January.

FOR SERVICES RENDERED—A plaque is presented to W. Carey Jennings, (right), manager of KGW-KEX, Portland, Ore., by Colonel Clarence Hotchkiss of the Veterans of Foreign Wars in recognition of the stations' meritorius services.

FUNDS ARE SOUGHT FOR HAVANA MEET

PRESIDENT ROOSEVELT on Aug. 3 sent to Congress a brief message urging approval of an appropriation of $15,000 to defray the expenses of the American delegation to the forthcoming Inter-american Radio Conference to be held in Havana beginning Nov. 1. The State Department recommended approval of the appropriation. The purpose of the conference, which will have treaty-making powers, will be to ratify the allocation plans worked out at the preliminary technical conference held in Havana last March which, along general lines, incorporate the so-called Craven-Ring allocation plan pending before the FCC as a result of the allocation hearings last fall.

The House Foreign Affairs Committee on Aug. 10 reported favorably its resolution (HJRes-476) for the $15,000 fund for the Conference.

The President's message was accompanied by a report from Secretary of State Hull, which covered the purposes of the conference. It stated that participation had been approved by the FCC last May 27. The report added that the preliminary engineering conference held in Havana last March was "highly successful." FCC Chief Engineer T. A. M. Craven headed the American delegation to the conference and was commended by the State Department for the excellent work done.

Mr. Hull pointed out that broadcasting problems dealing with the allocation of clear channels, interference, the so-called Mexican border station situation and allocation and use of high frequencies were the dominant subjects to be considered at the Nov 1 conference. Also enumerated were the 15 resolutions adopted at the conference last March.

WAVE DOESN'T COVER 121,704,128 PEOPLE!

According to the figures in the 1930 Census, Station WAVE gives you complete and total NON-coverage of 121,704,128 people who live outside our legitimate listening range. This leaves 1,070,918 who DO listen to WAVE because we're the *nearest* N. B. C. station, giving them almost the complete portfolio of N. B. C. hits on *both* the Red and Blue Networks. . . . And that's a good many people, when you consider that they *really listen!*

National Representatives:
FREE & PETERS, INC.

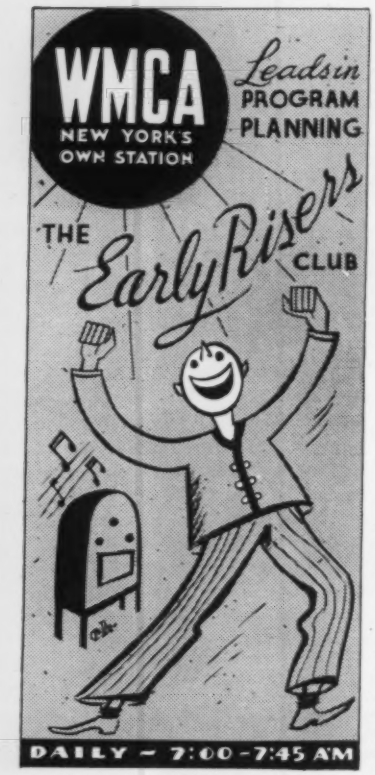
STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

Leadership
•The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.
BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.
• If you plan to increase the efficiency of your antennae it will pay to consult Blaw-Knox
BLAW-KNOX
VERTICAL RADIATORS

Kindergarten for Agencies

(*Continued from page 13*)



we are sending you under separate cover.

5. After the first broadcast you contact a representative number of dealers and ascertain the number of cigars sold.

6. After the program has been on twice, you contact a representative number of listeners and get an expression from them as to their opinion of the program.

7. Prior to the commencement of the program you make at least three announcements per day calling attention to this new feature. (Be sure that the name of the sponsor is mentioned each time.)

Please send us copies of all stories, etc., as well as a detailed report of the work done.

Your very truly,
Joe Doaks Agency,
By Harry Roaks.

* * *

RADIO STATION ABCD
Peanutville
July 27, 1937

Mr. Harry Roaks,
Joe Doaks Agency,
New York City.

Dear Mr. Roaks:

We are in receipt of your letter of July 22 relative to merchandising service for Smokem Cigar Co.

Were we to engage the necessary help to comply with your request, the costs involved would be greater than the profits accruing to the station on this 13-week order. We shall be happy to comply with your request and bill the work to you at actual cost.

Please understand we are duly appreciative of this business. However, we are in the broadcasting business and not in the display distributing, direct by mail, or brokerage business.

We shall do everything within our power to be of assistance to you along such lines as are within the provinces of a radio station.

Your very truly,
Radio Station ABCD,
FRANK FOAKS, *Manager.*

* * *

JULY 29, 1937
NEW YORK CITY.

RADIO STATION ABCD
PEANUTVILLE
CLIENT NOT INTERESTED IN PAYING FOR SERVICE STOP DO WHAT YOU CAN FREE OF CHARGE.
JOE DOAKS AGENCY

* * *

JOE DOAKS AGENCY
Aug. 27, 1937
New York City

Mr. Frank Foaks,
Radio Station ABCD,
Peanutville.

Dear Mr. Foaks:

Our client manufacturing the Smokem five-cent cigars reports sales in Peanutville have not been up to expectation. Unless sales pick up the client has instructed us to cancel the contract.

We realize the prestige and popularity of Radio Station ABCD but are positive that it cannot be the program's fault as it produced when tested in Walnutville. Therefore, we are at a loss to understand why the program is not producing in Peanutville.

May we suggest that you do everything in your power to contact the dealers and urge them to push this cigar.

Yours very truly,
Joe Doaks Agency,
By Harry Roaks.

* * *

RADIO STATION ABCD
Peanutville
Aug. 29, 1937

Mr. Henry Hoaks,
Our Special Representative,
New York City.

Dear Hank:

Enclosed is a copy of the letter from the agency relative to the results being produced by the *Historical Highlights* program of the Smokem Cigar Co.

To answer with "I told you so!" is useless. However, we would appreciate your taking this matter up personally with the agency. It is, of course, not surprising to us.

First, let us point out that Walnutville and Peanutville are as distinct in the composition of their population as is black from white. Peanutville is an industrial community — a workingman's town— while Walnutville is more of a white collar town. As a matter of fact, government statistics show that there is very little manufacturing there, and while wages are not much above the Peanutville average, the working day is considerably different and the general tone of the population is more inclined to the social side of life.

Here in Peanutville, when the average man gets home from work he sits down with his family at dinner some time around 5:30 and is finished by 6 o'clock. Then he spends his time reading the newspaper, talking to the family, and if it's summer, he probably goes out in the garden or to a movie (Peanutville neighborhood movies open at 5:30 and carry reduced rates from 5:30 to 7). If it's winter he either goes to the movie or to the neighbors for a game of "Schafskopf". In other words, Peanutville is a town of "gemutlichkeit".

Mr. and Mrs. Peanutville, as we have pointed out to you before, and as our surveys have proved, are not inclined during their dinner hour, nor shortly thereafter, to sit down and listen to dramatic programs or cut and dried speeches. Neither do they permit their children prior to dinner to get all excited by listening to some of the children's programs that are on the air.

Under the circumstances, it is not surprising to us that this program has not produced the expected results. As a matter of fact, we have, within the past week, had the John Boaks Research Inc. make a check of 6:15-6:30 because we more or less expected this reaction on the part of the client.

While this survey was, of course, not made on the extensive scale that our usual surveys of this nature are made, the results, we believe, are accurate enough to reflect the general conditions. An analysis of some thousand calls shows that the percentage of radio sets turned to ABCD at 6:15 to 6:30, Mondays, Wednesdays and Fridays (which is the period *Historical Highlights* has used for the last month) has dropped from 53% to 17%, while that of our competitor has gone up from 9% to 36%, and some of the other stations also show increases.

This survey also shows that on Tuesdays, Thursdays and Saturdays, at the same time (which period still carries the *Musical Roundup*), the percentage of sets tuned to ABCD has increased over that shown in the previous survey.

Under the circumstances, there can be no question that it is the program's fault and not the station's.

We again suggest that if the client wants to do a good job in Peanutville, he either take over the local program, which we had on as a sustaining feature, or better still, that he switch his program to the noon hour or early morning hour.

Cordially,
FRANK FOAKS, *Manager.*

* * *

SMOKEM CIGAR CO.
New York City
Peanutville,
Sept. 15, 1937

Mr. Louis Loaks,
Advertising Manager,
Smokem Cigar Co.,
New York City.

Dear Louis:

Who in the hell ever ordered that radio program *Historical Highlights* over ABCD here in Peanutville? I have been here three days now and I can tell you positively that you will never get anywhere here with that program. I have gone up and down the streets and I have stood at factory gates, and asked men whether they heard the program, and what they thought about it. And was my face red at times!

These people here, when they turn their radio set on during the dinner hour, and when Pa tells Ma

WHAS

. . . by actual mail count

- **COVERS ALL OF KENTUCKY**

90 of INDIANA'S 92 Counties
90 of TENNESSEE'S 95 "
75 of OHIO'S 88 "
65 of ILLINOIS' 102 "

★

820 KILOCYCLES • 50,000 WATTS
Represented Nationally by
EDWARD PETRY & COMPANY

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Craig & Hollingbery, Rep.

what's happened at the factory or office during the day, don't want to be distracted by some dramatic program, and my dear Louis, with all due credit to the quality and educational value of this *Historical Highlights* program, the class of people who smoke cigars just is not interested.

Incidentally, while I was making these interviews, quite a number of the men criticized our company for being responsible for ABCD's having taken off their *Musical Roundup* and substituting *Historical Highlights*. It is quite evident to me, Louis, as I get deeper and deeper into talking to radio listeners, that they have a deep faith in their local station and its programs. And I can't blame them much. They take it as a part of their family life just as they do their daily newspaper. Sure, I will admit they like Rudy Vallee, Burns and Allen, Eddie Cantor and the rest who come over the networks, but you would be surprised how many listeners consider those features part of the local station.

I dropped over to call on the sales manager of ABCD this afternoon and he showed me the correspondence with the agency and the recommendation that we buy this *Musical Roundup* instead of *Historical Highligts*. Believe me, Louis, they were right, and I think you couldn't do better than to be guided by the station's advice.

I quite agree, after spending three days here, that we ought to move our program to the noon lunch hour. Station ABCD has done a swell job in building up a tremendous audience at that time, and there is hardly any place in this town at noon where they have a radio set, that it isn't turned to ABCD. That not only goes for the taverns, but you'd be surprised at the number of drug stores, restaurants, barber shops, etc., which entertain their customers with the ABCD program.

And, Louis, I can't blame the people. Who wants to sit at lunch and listen to a lot of talk—or in a barber chair, or any place else as a matter of fact? If we were selling a 10 or 15-cent cigar, I wouldn't agree with this line of reasoning. Then I would say, let's take an early evening period. But our product is more limited to the wage earner and the fellows who are earning over $50 or $60 a week, in my opinion, won't be very much interested in our product. So why not let's confine our advertising largely to those who are our major market.

I am leaving here tonight, and will be at my desk day after tomorrow.

Sincerely,
Smokem Cigar Co.,
GEO. COAKS, *Sales Manager.*

* * *

RADIO STATION ABCD
PEANUTVILLE

AGENCY CANCELLING SMOKEM CIGAR COMPANY PROGRAM EFFECTIVE IMMEDIATELY ASKING FOR YOUR RECOMMENDATIONS FOR SUBSTITUTE PROGRAM AND TIME.

H. HOAKS
YOUR SPECIAL
REPRESENTATIVE

PEANUTVILLE,
Sept. 19, 1937

H. HOAKS
OUR SPECIAL
REPRESENTATIVE
NEW YORK CITY

SUGGEST TWELVE FIFTEEN AT NOON MUSICAL ROUNDUP WHICH HAS BEEN ON AIR FOR SEVERAL YEARS AND HAS BUILT UP LARGE FOLLOWING.
STATION ABCD

* * *

YOUR SPECIAL
REPRESENTATIVE
New York City
Sept. 21, 1937

Mr. Frank Foaks, Manager,
Radio Station ABCD,
Peanutville.
Dear Frank:

The Joe Doaks Agency has decided to experiment with local programs. They are following your suggestion. This puts the burden of proof directly on you.

We have no doubt from past experience that this change will be for the best. However, if it hadn't been for the Smokem Cigar Co.'s Sales Manager having personally visited Peanutville, we doubt whether this contract would have been reinstated.

Cordially,
Your Special Representative,
HENRY HOAKS.

* * *

"SMOKEM" CIGAR COMPANY
New York City
Peanutville, Dec. 1, 1937

Mr. Louis Loaks,
Advertising Manager,
Smokem Cigar Co.,
New York City.
Dear Louis:

Well, it worked, Louis. No matter where you go now the men in this town know about Smokems. Not only do they know about them, but you can usually see one or two sticking out of their breast pocket and one out of the corner of their mouths.

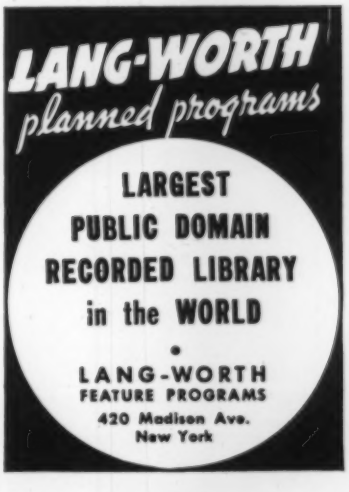
Sales here, as office records will show, have been phenomenal. I couldn't believe it, and that's why I stopped off here on my way back to the office—to do some checking. Thanks for your cooperation in this experiment in using local programs. I hope we can do the same in every one of our communities.

Yours for more and more local programs,

Smokem Cigar Co.,
GEO. COAKS, *Sales Manager.*

KELA are the call letters assigned for the new 500-watt station on 1440 kc. which the FCC has authorized for construction in Centralia, Wash. [BROADCASTING, July 15].

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas
by Appointing us Your Spokesman
KFRO
"Voice of Longview" - TEXAS



ON VACATION — Jerry Danzig refused to let a vacation trip to Hollywood interrupt the *Let's Visit* programs he and his partner Dave Driscoll broadcast each Monday evening on MBS, taking their microphone into the homes of interesting New Yorkers, even though he and Dave were some 3,000 miles apart. Danzig, holding the microphone, is seen interviewing Anita Louise of the movies, with the aid of John Conte, KHJ announcer (right), while Paul Dudley, writer, listens in through the headset and George Fischer, Mutual's Hollywood gossip reporter, looks on.

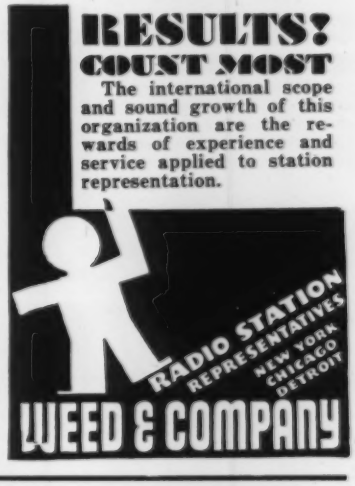
Music Code Conference

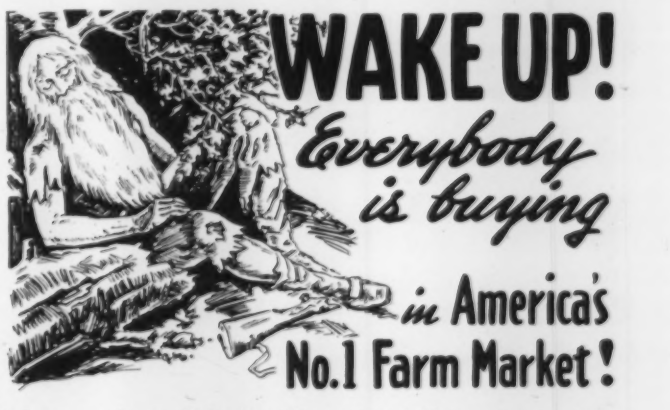
HOLDING of a trade practice conference for the music publishing industry in early October was authorized Aug. 3 by the Federal Trade Commission, according to Judge George McCorkle, in charge of trade practice conferences. The NAB, it is understood, may ask permission to participate in the conference on behalf of the industry. Among problems to be taken up are song plugging and bribery.

IBS Names Montgomery

Mr. Montgomery

E. F. MONTGOMERY, regional sales manager of WMT, Waterloo, Ia., on Aug. 4 was appointed national sales manager of the Iowa Broadcasting System. He was formerly commercial manager of KOIL, Council Bluffs, and has been associated in the past with the commercial departments of KSTP, St. Paul, and WCCO in Minneapolis, and John Blair & Co.


RESULTS!
COUNT MOST
The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.
RADIO STATION REPRESENTATIVES
NEW YORK
CHICAGO
DETROIT
WEED & COMPANY



FARMERS IN IOWA, Nebraska, Missouri and Kansas have just harvested the biggest small grain crop in years! A history-making corn crop is assured! Farm products reach new high prices almost daily! The Mid-West is WEALTHY and SPENDING FREELY.

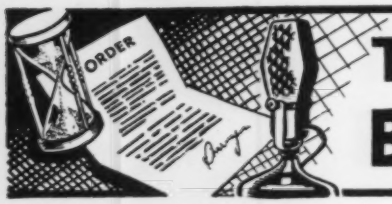
Now is the time for YOU to share in this harvest of SALES and PROFITS! Cash in on the confidence and loyal following that Earl May and KMA have built up during the past twelve years. Reach and SELL the 520,500 farm and small town homes served by this powerful regional station.

We know this market and these people *intimately!* We're boosting sales for ALL of our advertisers . . . every day. Let us do the same for YOU!

The Earl May Station KMA Shenandoah, Iowa

Represented by
Wilson-Robertson—New York, Chicago, Kansas City

XUM



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Westinghouse Elec. & Mfg. Co., Mansfield, O., 10 *sp*, thru Fuller & Smith & Ross Inc., Cleveland.
Bosco Co., New York, 78 *sa*, thru Kenyon & Eckhardt Inc., N. Y.
International Harvester Co., Chicago, 26 *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.
Refrigeration & Air Conditioning Sales Training Corp., Youngstown, 13 *sp*, thru National Classified Adv. Youngstown.
Oshkosh Overall Co., Oshkosh, Wis., 78 *t*, thru Ruthrauff & Ryan Inc., Chicago.
Pittsburgh Coal Co., Pittsburgh, 33 *sp*, thru Walker & Downing, Pittsburgh.
Calgon Inc., Pittsburgh, 26 *sp*, thru Walker & Downing, Pittsburgh.
Ward Baking Co., New York, 195 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Atlantic Refining Co., Philadelphia, 8 *sp*, thru N. W. Ayer & Son Inc., N. Y.

WOR, Newark

Sherwin-Williams Co. Newark, (paints), 1 *sp* and 2 *sa* weekly, thru T. J. Maloney Inc., N. Y.
Saratoga Association for the Improvement of the Breed of Horses, New York, weekly *sp*, thru Leighton & Nelson, Schenectady.
Philco Radio & Television Co., New York (radios and tubes), weekly *t*, thru Sternfield Godley Inc., N. Y.
Lamont Corliss & Co., New York (Nestle's Ever Ready Cocoa), 5 weekly *sp*, thru Cecil, Warwick & Legler Inc., N. Y.
Skol Co., New York (sun tan oil), 3 weekly *sp*, thru Peck Adv. Agency Inc., N. Y.
Standard Brands Inc., New York (Royal desserts), 5 weekly *sp*, thru J. Walter Thompson Co., N. Y.

WGN, Chicago

General Motors Sales Corp. (Cadillac Motor Car Division), Chicago (Chicago Cadillac dealers), weekly *sp*, thru George H. Hartman Co., Chicago.
Gruen Watch Co., Cincinnati (watches), weekly *sp*, thru deGarmo Corp. ,N. Y.
MacFadden Publications Inc., New York (magazine), weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.

KFI, Los Angeles

Gardner Nursery Co., Osage, Iowa (plants), 5 weekly *t*, 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Block Drug Co., Brooklyn (Omega Oil), 5 weekly *sa*, thru Husband & Thomas Inc., N. Y.
Dodge Bros. Corp., Detroit (trucks), 9 *sa*, thru Ruthrauff & Ryan Inc., Detroit.

WFMD, Frederick, Md.

Schmidt Baking Co., Baltimore, 3 daily *sa*, direct.
American Oil Co., Baltimore (Amoco), 4 weekly *sa*, thru Joseph Katz Co., Baltimore.

WOAI, San Antonio

Refrigeration & Air Conditioning Institute, Chicago, weekly *t*, thru Critchfield & Co., Chicago.

KFRC, San Francisco

Ironized Yeast Co., Atlanta (yeast), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Roma Wine Co., San Francisco (wines), 3 weekly *sp*, thru James Houlihan Inc., San Francisco.
Rainier Brewing Co., San Francisco (beer and ale), 7 weekly *sa*, thru Lord & Thomas, San Francisco.
Richardson & Robbins Co., New York (canned chicken), 21 weekly *sa*, thru Charles Hoyt Co., New York.
General Foods Sales Co., New York (Certo), 10 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Dodge Brothers Corp., New York (autos), weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

WBT, Charlotte

Schlitz Brewing Co., Milwaukee, 6 weekly *ta*, thru McJunkin Adv. Agency, Chicago.
General Electric Supply Corp., Richmond, 3 weekly *sp*, direct.
American Memorial Co., Atlanta, 2 weekly *sa*, thru Groves-Keen Inc., Atlanta.
Chatham Mfg. Co., Winston-Salem, N. C. (clothing), 3 weekly *sp*, thru Cahn, Miller & Nyburg Inc., Baltimore.

KGO, San Francisco

Procter & Gamble Co., Cincinnati Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
H. P. Garin Co., San Francisco (Fenugreek — Spring cover crop), 3 weekly *sa*, direct.
Petri Cigar Co. Inc., San Francisco (cigars), weekly *sa*, thru Emil Brisacher & Staff, San Francisco.

KVOR, Colorado Springs

Kerr Dry Goods Co., Oklahoma City, 2 weekly *sp*, direct.
Derby Oil Co., Wichita, 7 weekly *sp*, thru Potts-Turnbull Co. Inc., Kansas City.
Storz Brewing Co., Omaha, 4 weekly *sa*, thru Buchanan-Thomas Adv. Co., Omaha.

WBZ-WBZA, Boston-Springfield

Florence Stove Co., Gardner, Mass. (ranges), 11 *t*, thru William B. Remington Inc., Springfield, Mass.
Sun-Rayed Co., Frankfort, Ind. (tomato juice), 26 *sa*, thru Caldwell-Baker Co., Indianapolis.

WFAA, Dallas

Idaho Fruit & Veg. Adv. Com., Boise (potatoes), 100 *sa* (renewal), thru Botsford, Constantine & Gardner Inc., Portland.
Purina Mills Inc., St. Louis (Startena), 3 weekly *t* (one year), thru Gardner Adv. Co., St. Louis.
Gillette Rubber Co., Eau Claire, Wis. (tires), weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
Chamberlains Laboratories, Des Moines. (cosmetics), 156 *ta*, thru Coolidge Adv. Co., Des Moines.
Walker's Austex Chile Co., Austin, 130 *sa*, thru Wilson Crook Adv. Co., Dallas.
Simmons Co., Chicago (beds), 78 *sa*, thru J. Walter Thompson Co., N. Y.
Histeen Corp., Chicago (Histeen), 26 *sa*, thru Ruthrauff & Ryan Inc., Chicago.
National Bellas Hess, Kansas City, 156 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WJJD, Chicago

Sof-Wash Products Co., Chicago (hard water softener), daily *sa*, thru Schwimmer & Scott, Chicago.
Kent & Lane, Leroy, N. Y. (Orangeine powders), 15 weekly *sa*, thru Hughes, Wolff & Co., Rochester, N. Y.
Gardner Nursery Co., Osage, Iowa, 6 weekly *sa*, thru Northwestern Radio Adv. Co. Inc., Seattle.
Knox Co., Los Angeles (Cystex), weekly *t*, thru Dillon & Kirk, Kansas City.
Western Union Telegraph Co., Chicago, daily ex. Sun. *sa*, direct.

KNX, Hollywood

International Harvester Co., Chicago (tractors), weekly *sp*, thru Aubrey, Moore & Wallace Inc., Chicago.
Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Procter & Gamble Co., Cincinnati (Dreft), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WDAY, Fargo, N. D.

Stott Briquet Co., St. Paul, 2 daily *sa*, thru Erwin Wasey & Co., St. Paul.
International Harvester Co., Chicago (twine), daily *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.

WHK, Cleveland

Simmons Co., Chicago (mattresses), 6 weekly *sa*, thru J. Walter Thompson Co., N. Y.

Drawn for BROADCASTING by Sid Hix

"Honest, Senator, Nobody's Trying to Be Funny . . . WIND Are Our Call Letters."

Snell Says Democrats Solicited Radio Stations

A CHARGE that the Democratic National Committee, in its sale of the 1936 national convention book, had solicited every radio station in the country to contribute $250 "with the threat implied that the stations licenses would be revoked", was presented to the House Rules Committee Aug. 12 by Rep. Bertrand H. Snell, the Republican leader, in his demand that a Congressional investigation be made of the sale of the publication. Each book bore the signature of President Roosevelt. The charge was based on a letter from a Chicago business man dated June 15, 1937, Rep. Snell told the Committee.

Representative Snell proposed to the Committee that it "inquire directly of Mr. Farley (the Democratic National Committee Chairman and Postmaster General) whether any such solicitation, direct or indirect, was made of the radio broadcasting stations." The Committee later rejected the Snell proposal.

MCA Hollywood Expansion

MUSIC Corporation of America has augmented its Los Angeles radio personnel with the transfer of Harold Hackett from the New York office and addition of Ward Byron, formerly of San Francisco NBC production staff. W. H. Stein, executive vice-president, has also been transferred from New York to the West Coast and has taken over the motion picture department. Taft Schreiber's position as MCA coast manager is not affected by the additions. MCA is now erecting its own studio-office building in Beverly Hills, Cal., which will be ready for use the end of the year and will house the enlarged activities of the organization.

Wrigley's Western Spots

WILLIAM WRIGLEY Jr. Co., Chicago (gum) has started one-minute announcements on the six Pacific Coast group stations broadcasting its *Scattergood Baines* shows. The local announcements immediately precede the network program, and in addition to paying tribute to the local dealers, a tribute to the city and other local touches are interwoven in the announcements. Stations are KNX, KOIN, KSFO, KOL, KVI, KFPY. Neisser-Meyerhoff Inc., Chicago, has the account.

Packard Resumes Sept. 7

THE *Packard Hour*, Tuesday evening NBC program sponsored by Packard Motor Car Co., Detroit, will start its fall season on Sept. 7, when the current line-up of talent is replaced by a new cast featuring Lanny Ross, Charles Butterworth, Florence George, Don Wilson and Raymond Paige's orchestra. Program is placed through Young & Rubicam Inc., N. Y.

Lever's Extra Period

LEVER BROS. Co., Cambridge, Mass., which on Sept. 8 will resume the *Al Jolson* series for Rinso and Lifebuoy on CBS, Tuesdays, 8:30-9 p. m., has also reserved an additional Tuesday evening half-hour on the same network for an additional program to begin Oct. 5 in the interests of an unspecified product. Ruthrauff & Ryan Inc., is the agency.

RADIO ADVERTISERS

HOUSE OF HATHAWAY BAKERIES, Boston (New England bakeries), has renewed one-minute radio programs dramatizing historical highlights of that section of the country, for a 22-week period on eight stations. The programs, broadcast six times weekly or thrice daily, are on WBZ, WEEI, WPRO, WJR, WMAS, WIBX, WFBL and WORC. W. E. Long Co., Chicago, is the agency.

THE Association of National Advertisers will hold its annual convention Oct. 27-30 at the Homestead, Hot Springs, Va. A portion of the session will be open to invited guests.

BUDGET FINANCE PLAN Corp., Hollywood (finance company), which has confined its advertising entirely to newspapers, for the first time is using radio, having started Aug. 2, for 52 weeks, using a quarter-hour of United Press news on KECA, Los Angeles, five nights weekly. Block & Co. Inc., Los Angeles, is the agency.

J. W. McCORMACK REALTY Co., Chicago, has renewed its contract with Homer Griffith, *The Friendly Philosopher*, for a fall and winter schedule over Chicago stations to begin early in September. In addition to his broadcasts, Mr. Griffith also has been appointed director of sales and publicity for the realty firm.

EASY WASHING MACHINE Corp., Syracuse, N. Y., announces the appointment of Morton Gilde as general sales manager.

CANADA PACKERS Ltd., Toronto (Shur-Gain concentrates) has expanded its radio series now on CFRB, Toronto, to include CKNX, Wingham, Ont. The series consists of thrice-weekly livestock reports.

IN CONFORMITY with a newly-inaugurated nationwide policy the Pacific Coast League baseball games played at Seals Stadium, San Francisco, heretofore sponsored exclusively by General Mills Inc. for *Wheaties* are now being broadcast under split sponsorship. The B. F. Goodrich Rubber Co., of Akron, is now alternating with General Mills on KYA.

UNION PACIFIC Railroad, buying time for the third time in less than a year on KSL, Salt Lake City, contracted for two one-hour periods Aug. 14 and 15 for remotes covering the rodeo from its famous Sun Valley Lodge in Southern Idaho, to be handled by Announcer Wally Sandack and Chief Engineer Eugene Pack.

DURHAM GAS Co., Durham, N. C., is sponsoring a new women's program called *Magic Chef* on WDNC, offering recipes and kitchen advice and giving away cookbooks to housewives who write in.

GILLETTE RUBBER Co., Eau Claire, Wis., on Aug. 27 starts a series of weekly quarter-hours on WHO, Des Moines. Cramer-Krasselt Co., Milwaukee, is agency.

New Kellogg MBS Plays

KELLOGG Co., Battle Creek, Mich., will supplement its quarter-hour broadcasts of Ireene Wicker as the *Kellogg Singing Lady* on NBC-Blue, Monday through Thursday afternoons, with a Sunday series of half-hour musical plays, written and performed by Miss Wicker with the assistance of a dramatic cast, a chorus and a small orchestra, to be broadcast on an MBS network beginning Oct. 3. The broadcasts, which are similar to those put on by Miss Wicker last spring on Friday afternoons, are produced for a juvenile audience in the interest of Kellogg's Corn Flakes, and are placed through N. W. Ayer & Son Inc., Philadelphia.

NBC BLUE GOWN — First fashion to be inspired by radio is the Blue Network Gown, modeled here by Margaret Brill, NBC harpist, which was shown first in the South in connection with the addition of 10 southern stations to the Blue Network. Made of the brilliant national blue cotton net, cross-barred in gold, with a corselet bodice and a voluminous skirt measuring 25 yards around the hem, the gown was featured in store windows and displayed at society balls under the sponsorship of the stations. Beauty contests, essay contests and similar promotions were used by the various stations to publicize the dress and their new network affiliations. The gown was designed by Margaret Montague of Lenora Ormsby Inc.

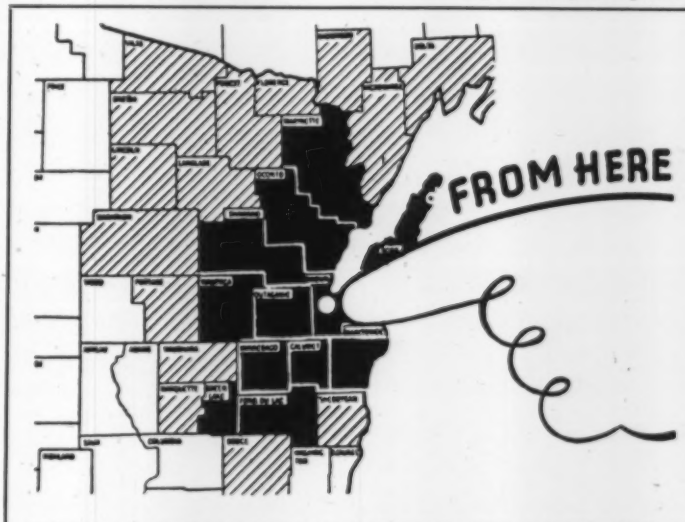
Gen. Hugh Johnson Joins Radio Columnists Ranks

SECOND of the noted syndicated columnists to be signed for radio during the last few weeks is General Hugh S. Johnson, former NRA administrator, now writing a column occasionally critical of New Deal policies. Gen. Johnson on Sept. 27 will begin a series of four weekly commentaries on the day's news on NBC-Blue under the sponsorship of Grove Laboratories, St. Louis (Grove's Bromo Quinine). He will be heard Mondays and Thursdays, 8-8:15 p. m. (EST) and Tuesdays and Wednesdays, 10-10:15 p. m. (EST), broadcasting from New York, Chicago or Washington. Agency is Stack-Goble Inc., Chicago.

Signed last month for a similar series was Dorothy Thompson, wife of Sinclair Lewis, novelist, and a former European newspaper correspondent, who on Aug. 6 started *People in the News* on NBC-Red, Fridays, 10:45-11 p. m. (EDST), sponsored by Pall Mall cigarettes. Agency is Compton Adv. Inc., New York.

Radio and Insurance

LIFE ADVERTISERS Assn., holding its annual convention at Old Point Comfort, Va., Sept. 21-23, has scheduled a 45-minute round table discussion of the use of radio in life insurance promotion which will be conducted by Ed M. Kirby, sales promotion manager of the National Life & Accident Insurance Co., operator of WSM, Nashville. Mr. Kirby plans to secure several figures from the broadcasting industry as speakers.



THIS SUMMER WTAQ LISTENING AUDIENCE INCLUDES PEOPLE FROM ALL OVER THE U. S.

In addition to over half a million people in our primary area, thousands come here to spend their vacations on our lakes and at resorts. Write or wire for details.

FULL TIME CBS STATION

WTAQ
GREEN BAY • WISCONSIN

James A. Wagner, *Man.-Director*
Small & Brewer, National
Representatives
250 Park Ave., New York City
307 No. Michigan Ave., Chicago

TESTED PROGRAMS

•

Formula Radio Selling

•

Precision Coverage

•

These and other safeguards for your expenditures in radio advertising are now available. Demand them.

•

"KMBC Tested Programs" gives the whole story . . . . Ask for it!

A KMBC TESTED PROGRAM

KMBC
OF KANSAS CITY
The Program Building and Testing Station

•

Free & Peters, National Reps.

News Editors to Meet

THE Association of Radio News Editors and Writers is planning to hold its first annual convention at the Sherman Hotel, Chicago, Sept. 10-12. A program is being formulated by the program committee, consisting of Jack Harris, WSM, Nashville; Beckley Smith, WJAS, Pittsburgh; Al Hollender, WJJD-WIND, Chicago, and Ken McClure, WOAI, San Antonio. Outstanding speakers from the broadcasting and newspaper industries will be invited to speak. John Van Cronkhite is the current president.

TO REACH BIRMINGHAM
"HOME FOLKS"
YOU NEED
WSGN

Selected NBC programs PLUS exclusive local features . . . news, sports, music and drama . . . backed by more than 40 columns weekly of display and editorial publicity, keep Birmingham "home-folks" tuned steadily to WSGN. Write for facts!

THE NEWS AGE-HERALD STATION in Birmingham 1310 KC.

AFFILIATED WITH N.B.C. BLUE NETWORK

Agencies

MYRON KIRK, radio director of Ruthrauff & Ryan Inc., New York, arrived in Hollywood Aug. 9 for a series of conferences with Edmund (Tiny) Ruffner, West Coast manager, on fall production of the CBS *Al Jolson* show sponsored by Lever Bros. (Rinso-Lifebuoy) and *Joe Penner* program sponsored by R. B. Davis Co. (Cocomalt).

C. P. McASSEY, who resigned in July as commercial manager of WCFL, Chicago, has joined Schwimmer & Scott, Chicago, as account executive.

ERNST G. HERMANN having joined the Los Angeles agency of Leonard W. Block & Staff, the firm has changed its name to Block & Co. Inc., and moved to larger offices at 1010 South Olive street. Hermann formerly with the Harrison Press, London, is agency secretary and in charge of production. Leonard W. Block, president, remains in charge of sales.

ED GARDNER, J. Walter Thompson Co., New York script writer, has been transferred to Hollywood to write for various network programs produced by the agency.

JACK VAN NOSTRAND has returned to the Young & Rubicam Inc., Hollywood production staff after several weeks in New York where he produced *Town Hall Tonight*, sponsored by Bristol-Myers Co. (Sal Hepatica, Ipana toothpaste).

CHARLES M. PRITZKER, former advertising manager of the Gillette Safety Razor Co., Boston, has joined Maxon Inc., Detroit, as vice-president. He has been succeeded at Gillette by Craig Smith, formerly with Ruthrauff & Ryan Inc., New York.

Orr Joins Stack-Goble

Mr. Orr

WYNTHROP ORR on Aug. 15 left the Chicago NBC studios as producer to become radio director of Stack-Goble Adv. Agency, Chicago, succeeding Bess Johnson who recently resigned to join the radio staff of Lord & Thomas, Chicago.

Mr. Orr is a veteran of radio and is a prolific writer, having written 1500 original radio dramas in the 11 years he has been in the business. At one time a legitimate stage actor, he spent his first five radio years in Canada and was at one time assistant manager of CFCF, Montreal. In 1931 he came to this country and for the last six years has been with WJR, Detroit, WLS, Chicago and WCCO, Minneapolis, leaving the latter station to join NBC-Chicago the early part of this year. He has produced, among other shows, the Alka-Seltzer *National Barn Dance* on NBC, General Mills' *Gloria Dale* show on WCCO, and more recently the *Story of Mary Marlin* for Procter & Gamble Co.

GERTRUDE BERG, author of *The Goldbergs*, dramatic serial to be sponsored by Procter & Gamble Co., over the NBC Red network from Hollywood starting Sept. 13, is in New York conferring with Leonard T. Bush, vice-president of Compton Adv. Inc., and executive in charge of that account. Mrs. Berg, who makes her home in Hollywood, is scheduled to return to the West Coast the end of August to start rehearsals.

DARWIN H. CLARK Adv. Agency, Los Angeles, has enlarged its offices in the Spring Arcade Bldg., and also added Karl A. Lott to the staff as publicity director. He was formerly with the Pacific Coast edition of *Wall Street Journal*, that city.

BBDO, has established West Coast offices at 515 Taft Bldg., Hollywood. Jack Smalley, formerly with Fawcett Publications Inc., that city, has been appointed manager.

JACK HASTY, Hollywood producer of McCann-Erickson Inc., has been transferred to New York to produce two transcontinental shows for the agency this fall.

WALTER McCREERY, account executive of Allied Adv. Agencies Inc., Los Angeles, has been elected vice-president in charge of sales. Russell R. Rust continues as president.

MIKE STIVER, Australian manager of J. Walter Thompson Co., arrived in Hollywood Aug. 9 for two weeks during which time he will survey radio advertising, confer with agency executives and buy transcriptions for clients. Thomas Luckenbill, general production supervisor of J. Walter Thompson Co., New York, is also in Hollywood checking up on Pacific Coast radio programs and vacationing.

LOUIS BROCKWAY, New York executive of Young & Rubicam Inc., in charge of the Jello and other General Foods Corp. accounts, is to arrive in Hollywood Aug. 16 to discuss plans for that organization's fall network programs to emanate from the West Coast. Accompanying him will be several General Foods Corp. executives.

ANDREW CONE ADV. AGENCY, New York, has moved to 400 Madison Ave.

HUGO HAMMER, formerly of Walton B. Crane & Associates, Los Angeles packaging concern, has joined M. M. Dozier Adv. Agency, Whittier, Cal., as production manager.

Reps

BRANHAM Co., newspaper and station representatives, announced Aug. 6 that on Sept. 1 it will take over national representation of KWKH, Shreveport, La. Branham will continue to represent KTBS, Shreveport, which is under the same management.

FORREST JOHNSON, of the sales staff of Van Cronkhite Associates Inc., Chicago, has been appointed director of the firm's foreign language station representative division, succeeding George Roesler, resigned. Sam Knott, formerly with United Press and later divisional manager of Transradio, has been appointed managing editor of the VCA newsroom.

WCFL, Chicago, has appointed Erwin, Wasey & Co., Chicago, as special promotion counsel. Holland E. Engle, radio director of the agency, will be account executive supervising production and program activities for the station.

GILBERT M. HUTCHINSON, formerly with WCPO, Cincinnati, has joined the Chicago sales staff of William G. Rambeau.

WIL, St. Louis, has named Small & Brewer as national representatives.

WPA Study Shows Radio Indispensable in Homes

A RADIO set is an indispensable part of the household of the average unskilled working man, according to a survey of costs of living in 59 representative cities made by the Works Progress Administration.

The study, released Aug. 1, disclosed that in the salary bracket ranging from $1,130 to $1,450 per year covered in the 59-city survey, practically all of the families have "a small radio but no automobile." These average families read a daily newspaper, go to the movies once a week and enjoy other simple leisure time activities.

WOW listeners will spend it!

Sudden wealth has swept down on the "market basket of the nation." Millions of dollars are rolling into the rich middlewestern grain country known as Nebriowa*. Crop money gratifies yearlong desires. It is spent for a multitude of purposes, by thousands of smart-buying farmers. Capitalize on this sudden wealth. Reach the spenders FIRST—through their favorite radio station, WOW.

*NEBRIOWA—the immensely wealthy trade territory of eastern NEBRaska, western IOWA and portions of Kansas, Missouri, Minnesota and South Dakota. Its business capital is Omaha. Its radio capital is WOW!

WOW
Omaha, Nebraska
590 Kc. 5,000 Watts
John Gillin, Jr., *Mgr.*
JOHN BLAIR CO.—*Representatives*—New York, Chicago, Detroit, San Francisco.
Owned and Operated by the Sovereign Camp of the Woodmen of the World

ON THE N. B. C. RED NETWORK

"WE ALWAYS PLAY SAFE!"

About the best compliment we've received in a long time was not intended as a "T-L." Said a prominent Chicago agency executive: "When I'm making up a list of stations for a new client I always include WGES because I know that if the others fail WGES will produce enough to insure my own batting average." That's another reason WGES is FIRST with Chicago accounts!

WGES
"In the Heart of Chicago"
MANAGEMENT GENE T. DYER

KFPY—Spokane
KGIR—Butte
KXL—Portland
Serving 80% of the people of the Pacific Northwest

George Bijur Organizes Advertising-Sales Agency

Mr. Bijur

FOLLOWING his return early in August from a six-month survey of European advertising and marketing techniques, George Bijur, who resigned early this year as vice-president of Fletcher & Ellis and who formerly was advertising and sales promotion director of CBS, on Aug. 9 announced the establishment of George Bijur Inc., new advertising and sales promotion agency with offices at 9 Rockefeller Plaza, New York. The agency will begin operating Aug. 20.

Mr. Bijur visited eight countries and 23 cities in Europe and spoke before business conventions in Paris and Vienna. During his trip he studied histories of recent successes in European advertising campaigns, including radio. Although only 36, Mr. Bijur has been in the advertising field 15 years. He formerly was advertising director of Weber & Heilbroner, Brokaw Bros. and Bonwit Teller, New York, and director of publicity for L. Bamberger & Co., Newark. In the agency field he was a group head at Erwin, Wasey & Co., where he created and wrote campaigns for Log Cabin Syrup, Maxwell House Coffee, Baker's Chocolate, Primrose House Beauty Creams, Barbasol, Whiz Anti-Freeze, Philco Radios, etc.

Political Network

A STATEWIDE network of five Virginia stations was used during the first week in August by candidates for state, county and local offices. Included in the network were WRVA, Richmond; WDBJ, Roanoke; WGH, Newport News; WBTM, Danville, and WPHR, Petersburg. Candidates were invited to submit data for biographical sketches which were presented during the last few days of the campaign so that each was given a morning, afternoon and evening audience in the feature *Meet Your Candidates*. No charge was made for this broadcast but campaign speeches were billed at regular rates.

Ballou Joins Aerogram

DAVID S. BALLOU, formerly of Standard Radio, and afterward manager of KPDN, Pampa, Tex., has joined the Aerogram Corporation, Hollywood, it was announced Aug. 8. The new transcription organization is headed by G. Curtis Bird and Gordon d'A Soule and recently completed new studios at 1611 Cosmo Street. It has started production on two series of quarter hour children's programs.

TRANSCRIPTIONS

IRVING FOGEL Radio Productions, Hollywood transcription and production concern, has sold 260 quarter hour transcriptions of *The In-Laws*, dramatic serial, to Pepsodent Co., Chicago (toothpaste), for distribution in Australia starting Oct. 1, with option for New Zealand. Deal was handled by Frank F. Moor of Conquest Alliance Co. Inc., Chicago. Series is heard in live talent on 10 Don Lee stations under sponsorship of Purex Corp. Ltd. (bleaching fluid), being placed thru Lord & Thomas, Los Angeles agency, which also services the Pepsodent Co. account.

WBS announces the following subscriptions to its library service: WHBC, Canton, O.; KGER, Long Beach, Cal.; WAGA, Atlanta, Ga.; KGFI, Corpus Christi, Tex.; WRDW, Augusta, Me.; WTOC, Savannah, Ga.; WAYX, Waycross, Ga.

FREDERICK C. DAHLQUIST, president of American Radio Features, Los Angeles transcription and radio production concern, and producer of the weekly NBC *Thrills* sponsored by Union Oil Co., from Hollywood, is on a six-weeks business trip to Chicago, New York and Washington, having left the west coast Aug. 5. Ed Lindsay, newly appointed sales director, is spending the entire month of August in the Chicago area contacting agencies.

C. P. MacGREGOR, Hollywood transcription concern, has sold 104 quarter-hour episodes of *House of Peter MacGregor*, dramatic serial, to Chemo-Ray Eye Institute, Oakland, Cal., for twice weekly placement on KFRC, San Francisco, through Rufus Rhoades & Co., that city.

ABBOTT RADIO PRODUCTIONS, Hollywood transcription and production concern, has moved to larger quarters at 1585 Cross-Roads-Of-The-World, and will confine activities to production work only, according to Miss Jesse G. Abbott, manager.

THE *New Sunday Players*, dramatized biblical transcriptions, as announced by Mertens & Price Inc., Los Angeles, have been sold to Hawaiian Electric Co., Honolulu, 52 weeks on KGU; First Federal Savings & Loan Association, Shreveport, 52 weeks on KTBS; Michigan Trust Co., Grand Rapids, 52 weeks on WOOD; Woodlawn Cemetery, Detroit, 52 weeks on WXYZ; Burpee-Wood, Rockford, Ill., 52 weeks on WROK. Agnes White, KFI, Los Angeles, home economic expert and producer of the Mertens & Price *Radio Kitchen*, is on a six-week tour inaugurating the series on Midwest and Eastern stations.

James Leaves Fogel

Mr. James

WILLIAM M. JAMES, for several months manager of Irving Fogel Adv. Agency, Hollywood has resigned to become affiliated with Lockwood-Shackelford Co., Los Angeles agency, as account executive. James, who is well known in Pacific Coast radio and advertising, was formerly on the sales staff of KHJ, Los Angeles, and prior to that a member of the commercial department of Associated Cinema Studios, Hollywood transcription concern. For more than a year he was on the staff of KMPC, Beverly Hills, Cal., as writer, producer and announcer.

★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!

THIS IS US, RUNNING THE GAMUT!

Never in the entire show business has any outfit planned more intensively or worked harder for well-rounded entertainment than we do here at WDAY . . . gaiety, tragedy, suspense, comedy-relief—every trick of showmanship is used to give our audiences "what it takes".

The result is an audience that would follow us even if we went out the window. May we send you the proof?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WEBC
Tells Your
Story In
AMERICA'S
SECOND PORT
DULUTH & SUPERIOR
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

Plans for New WOMI

RCA equipment has been ordered, but otherwise plans for the new WOMI, Owensboro, Ky., are still indefinite and the station may not go on the air until sometime in October or November, according to Lawrence W. Hager, publisher of the *Owensboro Messenger* and *Inquirer*, which secured the construction permit last June 15. Manager of the station, Mr. Hager reported, will be Lyell Ludwig. Chief engineer will be Jack Starks, formerly with WAVE, Louisville. The rest of the staff has not yet been selected. The station will operate with 100 watts on 1500 kc.

CANADIAN Broadcasting Corp. has ruled against any liquor advertising on the radio, but permits privately-owned stations to accept wine and beer accounts if they do not contravene provincial or local laws.

WMIN

BLANKETING the 8th Largest TRADE MARKET in the United States at Lowest Cost

Saint Paul Minneapolis

WMIN

St. Paul, Minnesota

WJBO, Now With NBC, Using New Transmiter

Mr. Manship

INSTALLING a completely new transmitting plant in record-breaking time, WJBO, Baton Rouge, La., on July 30 took the air as a regional station with 500 watts power in lieu of its former 100 watts local assignment. On Aug. 1, the station joined the NBC Blue Network, having been one of the 10 Southern outlets to become affiliated with NBC on that date.

Under the direction of Charles P. Manship Jr., president of the station, installation of a new Western Electric transmitter, a 485-foot Truscon vertical radiator and a new transmitter house was begun July 6. The work was completed on July 30, at which time the switch-over from 1420 kc. with 100 watts to 1120 kc. with 500 watts took place. The station is affiliated with the *State Times* and *Morning Advocate*, Baton Rouge newspapers.

Walker's Austex Returns

WALKER'S AUSTEX CHILE Co., Austin, Tex., (chile), has returned to radio with a series of 130 station break announcements on WFAA, Dallas, starting Sept. 1 which will be divided into a fall series of 65, with the remaining 65 scheduled for the spring of 1938. Agency is Wilson Crook Adv. Co., Dallas.

An Aid to Baseball

DOES radio cut into baseball attendance? An emphatic "No" is registered by WNEW, New York, and Earl Harper, its ace sports announcer who broadcasts games of the Newark team of the International League. Once a year Harper asks his listeners too show their appreciation of the broadcasts by attending a *Radio Appreciation Night*. The paid turnout the night of Aug. 3 in Ruppert Stadium totaled 17,816, and the crowd was treated to a 45-minute vaudeville show staged by WNEW talent before the game. Last year's show brought out less than 10,000. The best previous attendance for the Newark Club for a daytime double-header was slightly over 20,000.

CIO UNION PLANS WEST COAST DRIVE

WITH KFVD, Los Angeles, the first station to recognize Los Angeles Local 15, American Radio Telegraphists Association, as exclusive bargaining representative for announcers and technicians, the union now is making plans to carry its CIO membership drive into Hollywood and other parts of Southern California.

KFVD agreement was negotiated on July 27 with J. F. Burke Jr., manager, by Ernest V. Roberts, CIO organizer and approved by C. H. Jordan, CIO leader. Union, which will act as a sole bargaining agent for the 15 employes of the station claims that announcers, technicians and office workers are organized 100%. No attempt will be made to negotiate on questions of wages and working conditions until J. F. Burke Sr., owner of the station, returns from his world tour on Sept. 1.

ARTA is negotiating with KMTR, Hollywood, for recognition and Roberts said at least nine other stations in the Los Angeles area will be the objective of the drive. There are 17 stations in the Los Angeles area. KFAC is reported to be 100% organized and KGFJ, 99%.

Los Angeles Musicians Prepared to Strike if Disc Impasse Develops

FOLLOWING the ultimatum handed down by the American Federation of Musicians on July 30, Southern California radio executives remained noncommittal on issues involved in the complaint of musicians. They declined to enter the controversy on the basis that their representatives are negotiating with executives of AFM, but expressed the hope that a satisfactory compromise would be reached and the threatened general musicians' strike be avoided.

Los Angeles Musicians' Mutual Protective Association continued its action in warning members not to sign further contracts until the entire problem of transcriptions and records has been solved. Jack B. Tenny, vice-president of the association, and a member of the California State Assembly, said his organization would make no further move until advised of results of the Sept. 16 meeting in New York, but he predicted that the delay simply means a postponement of the strike threat deadline.

"Broadcasting stations are building up vast libraries of phonograph records and electrical transcriptions which can be used over and over," he said. "Every time a musician participates in the production of canned music, he is working himself out of future employment. The local union, third largest craft organization in the world, stands ready to participate in a strike if necessary to curtail the commercial use of transcriptions and records." Los Angeles Local has 5,000 members.

Meanwhile transcription plants in Southern California hit a new low in production these past few weeks. Air checks and dramatic productions remain the only consistent activities, with the latter being cut to a minimum. Production of several large programs for sponsors has been stopped temporarily waiting the outcome of the New York meeting.

Parker Signs Friedman

BENNY FRIEDMAN, former University of Michigan football player and now coach at City College of New York, has been signed by Parker Watch Co. for a weekly series to start Sept. 12 over a special hookup of WOR, Newark, and WGN, Chicago, signed by MBS. New angle of the series will be his post-mortems on Sunday mornings, 11:30-11:45. It will be titled *Sunday Morning Quarterback* and is placed by de Garmo Corp., New York.

THE SCRIPT LIBRARY, New York, has opened a department for the preparation of sales promotion material. Each promotion plan of booklets, give-aways, cards, window displays and special continuities will be an integral part of the script program for which it is planned. A separate service, the material may or may not be purchased by the stations buying scripts.

In the SPOTLIGHT of "SOUND" PROSPERITY

The business condition map of the United States, as shown in "Nation's Business", of July 1, 1937, spotlights the entire primary coverage area of Radio Station KFH, in WHITE. Here is YOUR rich harvest market.

KFH CBS WICHITA • KANSAS •

National Representative EDWARD PETRY AND CO.

Covers the Islands like the waters cover the sea.

KHBC HILO, HAWAII

KGMB HONOLULU, HAWAII

FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

Representatives: CONQUEST ALLIANCE COMPANY NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST.

Standard Radio

Electrical Transcriptions for STATIONS and SPONSORS

HOLLYWOOD ★ CHICAGO

McFarlane Blasts Radio Once More

Advises Control of Rates and Investigation of Industry

A RECESS investigation of "this whole communications mess" through enactment of the so-called Connery resolution (HRes-92) was advocated in the House Aug. 10 by Rep. McFarlane (D-Tex.) in his second attack within a month against alleged "radio monopoly".

Concluding a speech in which he levelled charges of monopoly against NBC, CBS, RCA and other groups in the industry, Mr. McFarlane criticized both the Rules Committee and the House Ways & Means Committee for failure to act upon the Connery Resolution and the Boylan Bill (HR-6640) proposing a franchise tax on a wattage basis for stations. He urged rate regulation in radio and asserted that remedial legislation could be offered at the next session if the special investigating committee proposed in the Connery measure functioned during the recess.

No Word of Defense

During his address, Mr. McFarlane was interrupted by several members of the House, each of whom supported his views. There was no voice raised in defense of radio during the debate.

Rep. Wigglesworth (R-Mass.) supported Mr. McFarlane's demand that an investigation be undertaken, pointing out that for more than a year he had advocated such action and that the Rules Committee had failed to report out a rule whereby the Connery resolution could be taken up on the floor.

Injected into the discussion also was the newspaper ownership issue. Rep. Leavy (D-Wash.) inquired whether the speaker had given consideration to the "abuse that is generally recognized of large metropolitan papers of the country acquiring radio stations and then hook in with the great radio chains and thus controlling channels of news through radio as well as through the press." The Texas Congressman replied that in his original remarks of July 19 he had brought out that some 200 newspapers own the "largest radio stations in America".

Rep. Wearin (D-Ia.) interposed that he has had pending for several months a bill proposing divorcement of newspapers from radio station ownership and vice versa but that he had been unable to get the bill out of committee. In the ensuing discussion in which Rep. Martin (D-Col.) participated, Mr. McFarlane held that the big newspapers control radio and that the newspapers in turn are controlled by "the same crowd that controls almost everything that is worthwhile—the banking interests of Wall Street".

"The fact is," interjected Mr. Martin, "that the big newspapers of the country are nothing but the loudspeakers and the cash registers of big business."

In his prepared address, Mr. McFarlane discussed lengthily the CBS ownership structure and its profits based on its investment. Control of RCA, he charged, constituted a "Wall Street directory".

The Texas Congressman, among other things, said the "radio trust has a complete monopoly of the 40 clear channels"; that 93% of all broadcast power is in the hands of "this monopoly"; that trafficking in "radio frequencies" has proven a "flourishing racket", and that FCC officials have admitted "the present existence of the radio monopoly and its racketeering practices and are either unwilling or unable to protect the public and enforce the law."

NEW MEXICO—Station operators meet in Albuquerque to form the New Mexico Broadcasters Association. Here they are gathered before the downtown "sales slip contest" display of KGGM; left to right: John C. Sweeney, national sales manager, KGGM; Charles Alsup, KICA, Clovis; Mike Hollander, manager, KGGM, elected president; Jack Hawkins, manager, KLAH, Carlsbad, named vice-president; W. E. Whitmore, manager, KGFL, Roswell; L. Laurence Martin, manager, KRQA, Santa Fe, secretary-treasurer.

Sail for Europe

SEVERAL figures prominent in American radio, headed by David Sarnoff, president of RCA, sailed for Europe on the *Normandie* Aug. 4. In addition to Mr. Sarnoff, others on the boat included Hugh J. Brennan, president of WJAS and KQV, Pittsburgh; Abe Schecter, director of special events of NBC; Howard Claney, NBC announcer, and Loyd A. Briggs, European manager, RCA Communications Inc.

CBS will broadcast an important football game each Saturday of the coming fall, with the Ohio State-Texas Christian game on Sept. 25, and the Nebraska-Minnesota game on Oct. 2 already scheduled. Ted Husing will broadcast the play-by-play descriptions from the fields.

Iraci From Rome

JOHN IRACI, president of International Broadcasting Corp. and general manager of WOV and WBIL, New York, and WRAX and WPEN, Philadelphia, extended goodwill greetings from Rome on Aug. 5, his talk being short-waved from L2RO and rebroadcast by WBIL and WPEN. Mr. Iraci, who is touring European capitals investigating continental radio technique and appraising foreign talent, spoke at the invitation of officials of the Italian station. The rebroadcast was arranged on three hours' notice.

MBS Grid Schedule

TEN of the fall's outstanding midwestern football contests will be broadcast over a Mutual network as a sustaining feature. Quin Ryan, manager of WGN, Chicago, and a noted sports announcer, will describe the games for the coast-to-coast MBS audience. The schedule follows: Oct. 2, Iowa State at Northwestern; Oct. 9, Notre Dame at Illinois; Oct. 16, Purdue at Northwestern; Oct. 23, Navy at Notre Dame; Oct. 30, Michigan at Illinois; Nov. 6, Illinois at Northwestern; Nov. 13, Army at Notre Dame and Northwestern at Minnesota; Nov. 20, Notre Dame at Northwestern; Nov. 27, Southern California at Notre Dame.

KWK

makes good in its own Home Town*

*"PROFITS" for you

THOMAS PATRICK, Inc.
Hotel Chase St. Louis
Representative:
PAUL H. RAYMER CO.
New York Chicago San Francisco

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

FRIENDS AND DIVIDENDS

WSOC has earned its enviable popularity. Every listener is a friend . . . every friend a supporter . . . every supporter a nice ripe prospect for your product. You can depend on WSOC's friends to pay YOU dividends! Let's get together!

WSOC Charlotte, N. C. an NBC Affiliate

WABY

ALBANY, N.Y.

CAPITAL COVERING OF THE CAPITAL DISTRICT

WABY, Blue Network outlet in this rich trading area for the NBC, produces results.

TELL YOUR STORY

In The Heart of "The State That Has Everything."

Harold E. Smith, *General Manager*

STATION W•A•B•Y--ALBANY, N. Y.

Purely PROGRAMS

Ghost Stories

HIS identity and whereabouts a mystery even to the station personnel, *The Ghost Reporter* began his series Aug. 9 on WINS, New York. Picked up from a remote point known only to station engineers, the "ghost" gives the inside stories on personalities in the limelight and discusses civic welfare.

* * *

Noon Novelties

WEDNESDAY is Stuntday on the noon *Midday- Merry - Go - Round*, WNOX, Knoxville. Cast of entertainers, headed by Lowell Blanchard as M. C. and *Swingsters* jam band, steps out of character and puts on a special show such as "school days" minstrel shows, and courtroom scenes.

U. S. Naval Air Training Station boosts Pensacola market with $5,000,000 annual payroll.

WCOA

PENSACOLA · FLORIDA

A CBS AFFILIATE

National Representative

JOHN H. PERRY ASSOCIATES

Educational Series

MUTUAL-DON LEE on Aug. 16 starts *Radio University* on 11 stations. The feature will be conducted by Dr. Seth Maker, who has just concluded a series of broadcasts over KYA, San Francisco. Dr. Maker successfully tried his Radio University in the Pacific Northwest some months ago, some 20,000 young people applying for the course, which was given over the air. The number was too large to handle, but Dr. Maker's *Radio University* gave diplomas to upward of 5,000 persons. The new series will be conducted along the same lines, with the audience taking an active part in the day-to-day sessions. On Monday, Wednesday and Friday the program will be presented under the sponsorship of the Parker Dental System. The Tuesday and Thursday programs will be sustaining features. Time of broadcasts will be 1:30-1:45 p. m. Stations to release the feature will be KFRC, KHJ, KDB, KGB, KFXM, KPMC, KDON, KGDM, KVOE, KXO and KQW.

* * *

Six Shooter Serial

THE hard-ridin', fast-shootin' atmosphere of the old West is created in a new NBC-Blue dramatic serial titled *Gun Smoke Law*, concerning the adventures of rangers.

Radio Telepathy

RECENTLY conducting a telepathy test over WBBM which brought a sudden flood of mail, Tod Hunter, one of the station's newscasters, is planning to conduct another. After telling the audience of the results of a recent investigation into telepathy, he invited listeners to join him in a private test of his own. His announcer, Dan Hancock, held the five top cards of a suit in his hand and then showed two cards to Hunter giving him ten seconds to concentrate on each. Hunter then asked his audience to try and intercept his thought wave and name the cards chosen. So many replies came in that Hunter had to postpone announcement of the results till a later broadcast. The newcasts are sponsored by Penn Tobacco.

* * *

Incredible Happenings

A NEW program *Lights & Shadows*, devoted to the sometimes incredible stories of romance, pathos and tragedies in the lives of people has been inaugurated over WTCN, Minneapolis. Dealing with unusual events and the abstract phenomena of life, the program dramatizes, half in poetry and half in prose, strange and fantastic stories. The show, which runs for a quarter-hour every Sunday night, is written by Robert Greer of St. Paul, and all of the characters in the dramatizations are portrayed by Charles Irving, assistant production manager of WTCN.

* * *

Cops and Drivers

A UNIFORMED traffic officer acts as broadcaster on the safety programs of WGRC, New Albany, Ind., which has been cooperating in the Louisville safety drive. The officer stops motorists and pedestrians on a busy street and asks them questions about driving and crossing. The program, *Your Inquiring Traffic Policeman*, was conceived by Bob McIntosh and Sammy Silverstein, of WGRC, and is credited by Capt. Estel Hack, traffic superintendent of Louisville, with aiding materially in reducing fatal accidents.

ON MOWDOCK — Charles Irving, special events announcer of WTCN, Minneapolis, hopped aboard the elephant Mowdock when the circus came to town and interviewed Tosca Cannestrellis aerial artist. Then he rode around the big top, broadcasting an elephant-eye account of the proceedings.

* * *

Questions With a Price

PRIZES for Man-on-Street broadcasts seem to be the order of the day. One variation is suggested by WBTM, Danville, Va., which offers a gift of furniture to the listener sending in the best weekly question. Schewel Furniture Co., that city, is sponsor. WBTM puts the name of everyone who mails a question into a hat and gives a weekly cash award to the person whose name is drawn, providing the listener writes WBTM within 24 hours and says he heard his name called.

* * *

Who Are You?

THE current craze for character analysis is the basis of *Ask Yourself Another*, a new feature on the Friday evening program of swing music by Tommy Dorsey's orchestra, sponsored on NBC-Blue by Brown & Williamson Tobacco Co. for Kool and Raleigh cigarettes. Five persons each week will answer a set of ten questions prepared by a prominent psychologist. Each question appears innocent in itself, but the combined score is said to be a true test of character.

* * *

Towns Full of Talent

DAILY matinee variety program from 2-3 p. m. is broadcast on WHBR, Rock Island, Ill., with the specific intent of home town talent public service. The programs under the direction of Forest Cooke are divided into 15-minute periods of foreign language broadcasts, spelling bees, juvenile acts, civic features and fishermen's forums. Newscasters for the foreign language presentations are readily recruited from the local churches and newspapers, according to WHBF.

* * *

Clearing House for Pets

THE dogs get a radio break in Hawaii with *The Pet Exchange of the Air* on KGMB, Honolulu. The program offers to find homes for small pets. Each broadcast announces available animals for those wanting pets and also puts out an appeal for pets. The balance is about even with a slight edge on the side of dogs and cats.

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

CHOICE SPOTS WILL BE SCARCE

On WDBJ This Fall

Although several desirable periods are still available, present inquiries indicate that it will not be long before WDBJ's best hours will be taken. Act now. Don't let delay deprive you of a good spot in WDBJ's excellent coverage of the rich Roanoke and Southwest Virginia markets.

Representatives

CHICAGO — Sears & Ayer

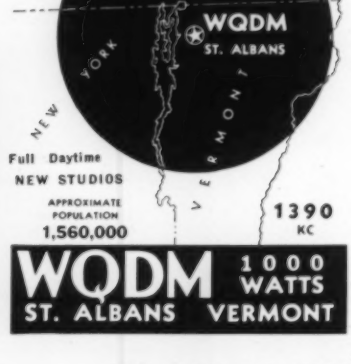
NEW YORK — Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA

ROANOKE, VIRGINIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

The Best SPOT!



WQDM 1000 WATTS

ST. ALBANS VERMONT

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

Heaven's Pennies

THE sidewalk interviewer of KGMB, Honolulu, known as the "man in the green shoes", is giving away 'pennies from heaven' in response to the ancient adage, 'A penny for your thoughts'. KGMB broadcasts three times weekly from the Bata shoe store, interviewing passers-by and giving away brand new pennies to everyone willing to think out-loud on the air. At the halfway point on the 15-minute program, a fanfare bursts forth and the question and answer stunt changes hands, the public taking over the show and the announcer digging up the answers. Five questions are permitted and if the announcer gets stumped on three of the five, the interrogator gets a pair of shoes free. So far the score is about even.

* * *

Beauty and the Cop

COPS and pretty girls make excellent announcers, according to WHBF, Rock Island, Ill. A local cop motions drivers to the curb and interviews them during the *Cop on the Street* series with a free washing job given by the Firestone dealer who sponsors the program. Bette Leins interviews people who have parked for curb service in front of Harvey's ice cream stores, sponsor in a series titled *Harvey's Honey Gal.* The cop scares folks into talking and a pretty girl can make anyone talk, says WHBF.

* * *

Northland Lumberjacks

NOW IN it's tenth week, *Northland Lumberjacks* on WINS, New York, serial of lumber camp life, has rapidly become one of the station's most popular programs. Starting as a weekly feature, *Northland Lumberjacks* is now presented three mornings a week. Salone Ellis, author, appeals to the feminine audience by introducing romance and thrills into the atmosphere of the tall timber country.

* * *

Your Nose Notes

HOW Beethoven mixed up his overtures, why the flute was originally played through the nose, the musical associations of animals and other *Musical Oddities* will be described and illustrated in a new series of that title on WQXR, New York, conducted on Wednesday afternoons by Alma Lubin, music commentator and lecturer.

* * *

The Negro Hour

FOR THE 100,000 negroes living in and near Cleveland, WGAR has inaugurated a Sunday morning series called the *Negro Hour.* Prominent negro artists appear on the programs which are directed by local clergymen. Each program has an average mail pull of 650 letters with 35% of them coming from other than negro listeners.

* * *

Praise de Lawd!

AN ALL-NEGRO community sing is broadcast Tuesday evenings on WPTF, Raleigh, N. C., from a recently completed negro recreational center with hundreds of rich, untrained voices singing spirituals and folk songs.

Farm Income up 31%
It will pay you to schedule
1000 watts 1260 kc. **KGVO** Missoula, Montana
Columbia Broadcasting System Affiliate

FROM BED—Stoney McLinn, sports director of WIP, Philadelphia, can't let a little thing like a dislocated hip interfere with his broadcasts. Laid up for five weeks at least, he resumed his program from his bedroom after two days in the hospital. The injury was received when he slipped in the bathtub. Engineer Willard Botts is at the controls.

* * *

Local Information

MUCH information is disseminated through the *Neighborhood Hour* of WIL, St. Louis. This program is allotted 30 minutes on a six-a-week basis and is strictly sustaining. Announcements and speakers from various civic, church, charitable, club and fraternal organizations use this time to keep the St. Louis metropolitan area posted on the activities within their bodies.

* * *

Tall Corn Derby

IOWA Broadcasting System broadcast the Tall Corn Derby staged July 31, with Governor Krasehel of Iowa and Gov. LaFollette of Wisconsin submitting tallest corn from their states. The event was arranged by Arthur J. Smith, IBS special events man. Iowa won with a 16½-foot stalk, over three feet taller than the Wisconsin entry.

* * *

Soldier's Viewpoint

GEN. PEPPINO GARIBALDI, grandson of the famous Italian patriot, gives a five-minute soldier's viewpoint on world events during each broadcast of the *Tango Cabaret,* Sunday afternoon Italian program on WOV, New York, which is sponsored by P. Lorillard Co., New York, for Old Gold cigarettes. Lennen & Mitchell Inc., New York, placed the account.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Martha Deane Honored

MARY MARGARET McBRIDE (Martha Deane of WOR) was selected as the winner of the 1937 award of the Wall Paper Institute in recognition of her distinguished service in stimulating better decoration of American homes and was presented with the award by G. Fred Beaudry, Institute president, during her broadcast Aug. 10, when she was guest of honor at the Wall Paper Style Show at the Waldorf-Astoria, New York. The Institute also honored another radio star, Jessica Dragonette, by selecting her as the model and inspiration for a new form of wall decoration especially designed for radio and music lovers. The paper was designed by Emile Erickson, who sketched Miss Dragonette as Thais, Pink Lady and Rio Rita, roles she had chosen as her favorites from the countless characters she has portrayed before the microphone.

KVOX Starts Oct. 1

WESTERN ELECTRIC transmitter and speech input apparatus and a 179-foot Blaw-Knox tower have been ordered for the new KVOX, Moorhead, Minn., authorized for construction last year by the FCC to operate with 100 watts on 1310 kc. Delay in securing a transmitter site has held up construction and Manny Marget, formerly program director of KXBY, Kansas City, who will be its manager, reports that Oct. 1 has been set as the tentative starting date. Owner of the station will be the Herbst Department Store of Fargo, N. D.

Humble Grid Plans

HUMBLE OIL & REFINING Co., Houston (gas & oil), for the third consecutive year will sponsor play-by-play broadcasts of the Southwest Conference football games on Texas Quality Network (WFAA, WBAP, WOAI, KPRC). The sportscasts will be handled by Kern Tips, manager of KPRC, Houston; Cy Leland of WBAP, Fort Worth; Hal Thompson and Bill Hightower of WFAA, Dallas. Franke-Wilkinson-Schiwetz Inc., Houston, has the account.

MOTION picture rights for Phillips H. Lord's *Gang Busters* program, heard on CBS every Wednesday night for more than a year, have been purchased by Metro-Goldwyn-Mayer and a full-length feature picture will be released within a year.

NORFOLK - VIRGINIA
National Representatives - EDWARD PETRY & CO.

WTAR
VIRGINIA'S OLDEST BROADCASTER

Reminds me of the Carolina Combination

Major R. E. Zultz

WIS AND WPTF—the Carolina Combination, offers a double value by intensely covering the rich cotton-tobacco sections of the two Carolinas for one low rate. Try it for double results.

The CAROLINA COMBINATION

WIS COLUMBIA, S. C. 5000 WATTS, NBC

WPTF RALEIGH, N. C. 5000 WATTS, NBC

560 WIS 680 WPTF

Represented by Free & Peters, Inc.

Sold at one low rate

SALUTE TO TRAIN
Six Stations Will Honor L&N Limited

THE Pan American, crack passenger train of the Louisville & Nashville Railroad, on Aug. 14 celebrates its fifth anniversary as a "radio performer", with six stations along the route saluting the train in a special anniversary program. The actual sound of the train as it speeds over the rails has been broadcast over WSM for the last five years by means of a special microphone pickup at the WSM antenna 12 miles from Nashville.

Besides WSM, WHAS, Louisville, WSGN, Birmingham, WCKY, Cincinnati, WWL, New Orleans, and WSFA, Montgomery, are collaborating in the anniversary program, as the train arrives in the respective cities. Jack DeWitt, WSM chief engineer, and Aaron Shelton, of the station's staff, have constructed a special shortwave station aboard a coach on the Pan American and broadcasts will be made via shortwave to the stations all along the Pan American run from Cincinnati to the Gulf Coast and New Orleans. Lee Coulson, WHAS station manager, and Harry Stone, WSM manager, and Jack Harris, WSM special events announcer, also will participate in the ceremonies.

EXACTLY 11,301 visitors were shown through the studios of WHK-WJAY, Cleveland, during July, coming largely in response to regular announcements inviting heat-harassed Clevelanders to "visit our healthful, air-cooled studios any time between 9 a. m. and 9 p. m."

In the CONTROL ROOM

ERIC PALMER Jr., well-known amateur radio operator and author of *Riding the Airwaves*, has joined the engineering staff of WQXR, New York. Youngest operator ever licensed in New York, he received his amateur license at the age of 15 and a year later was chief radio operator for the Calvao Expedition to Brazil.

MINOR WILSON, for the last two years chief engineer of WCBS, Chicago, has joined the NBC Chicago engineering staff, and will be replaced at WCBS by his former assistant, Don Burichter. Wilson came to WCBS from KPRC, Houston, and XER, Mexico.

JAMES P. BUCHANAN Jr., FCC broadcast engineer, and Mrs. Buchanan on July 30 became the parents of a daughter, born in Washington.

RALPH NULSEN, chief engineer of WQAM, Miami, has designed a complete two-way communication mobile unit car.

ALFRED J. WIES, NBC field engineer, is the father of a baby girl born recently.

MEL NOE, formerly in the engineering department of KHJ, Los Angeles, has joined the technical staff of KNX, Hollywood.

FLOYD CATON, formerly on the production staff of KVOR, Colorado Springs, has joined the Hollywood NBC sound effects department.

MALCOLM A. SEARS, formerly on the technical staff of KJBS, San Francisco, and prior to that engineer of WDAF, Kansas City, and also radio school instructor in that city, has joined KYOS, Merced, Cal., engineering department.

ENGINEERS—Of WMBD, Peoria, Ill., examine tube-coolers in front rectifier rack while installing new 5,000-watt Western Electric transmitter, expected to go into operation Sept. 15. Left to right are Chief Engineer Ted Giles and Engineers Bob Connor, Bert Giles and Harry McCormick.

LYNEE C. SMEBY, supervising engineer of WXYZ, Detroit, will be married Aug. 28 to Miss Evelyn True, daughter of Harold True, news commentator of WXYZ and the Michigan Network.

GLEN KOEHLER, professor of electrical engineering at the University of Wisconsin, has been named consulting engineer of WHA, Madison, and WLBL, Stevens Point, state-owned stations.

GEORGE M. PATTERSON has been appointed chief engineer of KASA, Elk City, Okla., and George F. Fenter has been named as his assistant.

WILLIAM SLATER, former engineer of American Airways, has joined the technical staff of WGAR, Cleveland.

JOHN M. VAN HORN, graduate of the Van Buren (Ark.) High School and reputed to be one of the comedian Bob Burns' many relatives from that community, has joined KFRO, Longview, Tex., as a relief operator. He formerly was with KXBY, Kansas City, and KFPW, Fort Smith, Ark. John McDonald is acting chief engineer of KFRO while Chief Engineer Edward Bumpas is attending National Guard camp at Palacious, Tex.

BOB HARNACK has been appointed chief sound effects man of KEHE, Los Angeles.

J. ALFRED WIES, NBC field engineer in New York, is the father of a baby boy.

Course of Legislation For Control Over Radio Outlined at The Hague

TENDENCIES now manifest in actual or proposed legislation involving the future regulation and conduct of the broadcasting industry in the United States were described by Louis G. Caldwell, Washington radio attorney, in a report to the Second International Congress on Comparative Law at The Hague, Holland, Aug. 4-10.

In a lengthy prepared discussion of "Legal Restrictions on the Contents of Broadcast Programs in the United States," Mr. Caldwell reviewed the history of broadcasting jurisprudence from the inception of the law. The legislative outlook, he said, was based upon bills introduced, pressure being brought and demands being made for more or different regulation. Some of the projects, he said, are receiving serious consideration while others, such as government ownership, are not regarded as "serious possibilities in the immediate future".

Among demands being made he included: Government ownership; allocation of facilities for exclusive purposes of education and discussion of public issues on a non-commercial basis; outright or increased censorship of programs; investigation of alleged tendencies toward monopoly, directed primarily at the network companies, their ownership of stations and their contractual relations with others; divorcing of newspaper and station ownership and for prohibition, increased restrictions on, or regulation of particular types of programs and advertising, as illustrated by statutes recently enacted or bills introduced in states and in Congress.

FCC Names Owen

C. L. OWEN, inspector at the Atlanta office of the FCC, on Aug. 1 took over temporary duties in the Broadcast Section of the FCC Engineering Department as successor to George C. Davis, engineer assigned to broadcast hearing work who has resigned to enter a consulting practice in Washington with E. C. Page, radio engineer. Mr. Owen has been an inspector in Atlanta since 1931, and prior to that was on the engineering staff of WSB, Atlanta. He is a native of Springfield, Mo.

MODEL D-104 • MODEL K-2 • MODEL D-2

ASTATIC

CRYSTAL MICROPHONES WITH TWO NEW FEATURES

A quality microphone for every purpose—NOW equipped with special Astatic Plug and Socket Connector which permits instant interchange of microphones on same cable or use of several lengths of cable on same microphone. PLUS new Astatic Spring Cable Protector which prevents cable breakage at mounting.

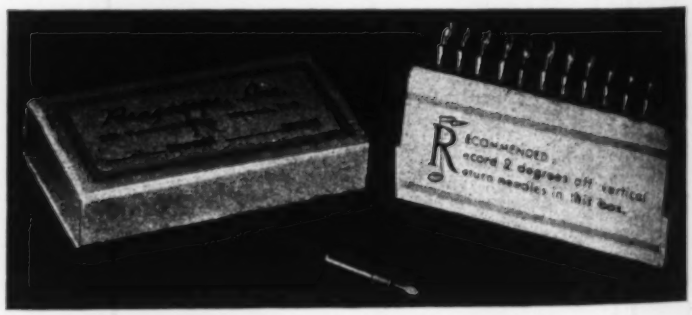
Model D-104 is the "Speech Range" type, the favorite of the amateurs; Model K-2 is the dual unit, dual diaphragm non-directional studio type; Model D-2 is especially adapted for Public Address work.

Licensed under Brush Development Company Patents, Astatic Pending

ASTATIC MICROPHONE LABORATORY, INC.
Dept. BR, Youngstown, Ohio, U. S. A.
Pioneer Manufacturers of Quality Crystal Devices

WRITE FOR FURTHER DETAILS

STELLI DESERVE PROTECTION



New felt protected container (patent applied for) holding 12 STELLI premier acetate recording needles.

Max Kerr, E. Lansing, Mich.: "The best recordings I have ever made using your STELLI."

WBNS, Columbus, Ohio: "After recording six fifteen minute transcriptions, the noise level is still lower than competitive needles when new."

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

EQUIPMENT

MAJ. EDWIN H. ARMSTRONG, Columbia University professor and inventor, has placed an order for a 600-foot tower with the American Bridge Co., Pittsburgh, to be erected on the Palisades of New Jersey for experiments in connection with his short-wave "frequency modulation" developments.

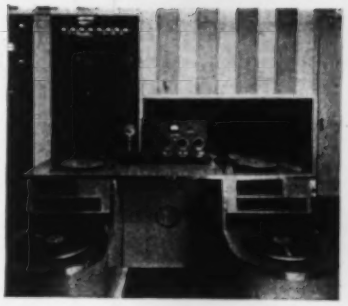
KOTN, Pine Bluff, Ark., has completed erection of a new vertical antenna atop the Simmons National Bank Bldg., an 11-story structure. The vertical antenna now towers more than 300 feet above street level, and is by far the tallest structure in southeast Arkansas. The antenna is fed by a concentric transmission line. New equipment includes complete antenna tuning and coupling devices. J. R. Whitworth, chief engineer, had charge of installation and moving of transmitting and studio equipment.

AEROVOX Corp., Brooklyn, manufacturers of transmitting condensers and other condenser equipment has issued a 15th anniversary edition of its annual radio parts catalog. The booklet is 32 pages in color.

WJEJ, Hagerstown, Md., began operating from its new transmitter house, located just outside of the city limits, using a new vertical antenna, on Aug. 5. The transmitter house and tower were designed and built by Grover C. Crilley, general manager of the station. Installation of equipment was under the supervision of G. Harold Brewer, chief engineer. Construction has started on a building to house new studios for WJEJ. Station offices and studios will use the entire second floor, and are to be completed by Dec. 15.

KXRO, Aberdeen, Wash., on July 25 dedicated its new 250-watt transmitter and plant. A new Western Electric transmitter and an 189 ft. Blaw-Knox vertical radiator were placed in operation.

KSFO, San Francisco, and KQW, San Jose, Cal., have installed Western Electric 10A program amplifiers.



HANDY — KPQ, Wenatchee, Wash., has a convenient workroom in its transmitter house, with turntables, transmitter and panel within easy reach of the operator. The station distributed a souvenir 12-page newspaper on the occasion of its dedication June 27.

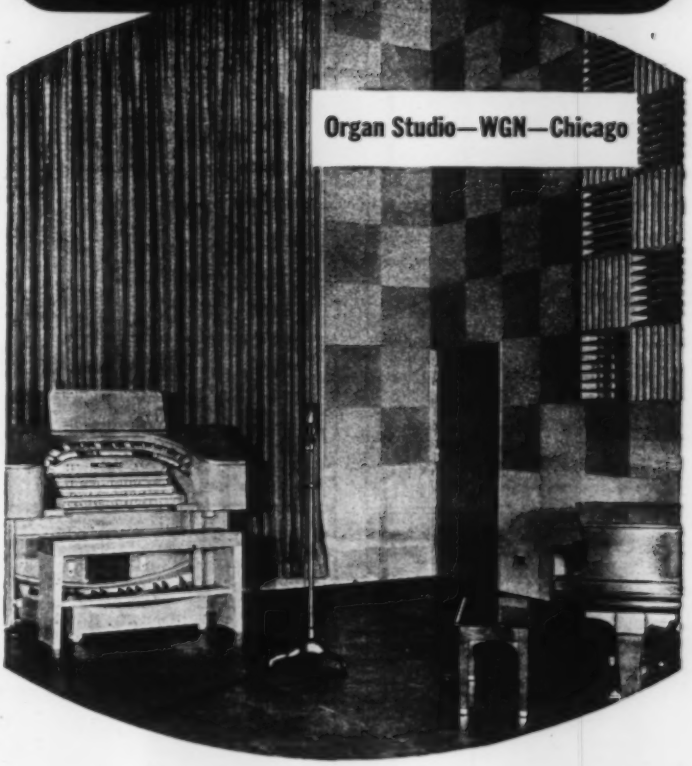
THE new 5,000-watt transmitter of KOIL, Omaha, goes into operation this month, along with its 310-foot Truscon radiator, about two miles east of the South Omaha Bridge. Dedicatory celebration is planned for the week of Sept. 13 with General Manager John Henry, Bob Cunningham, Paul Hamman and R. Bruce Wallace in charge of arrangements.

THE Western Electric 71-A 1000-watt amplifier formerly used by KRKD, Los Angeles, has been sold to the Central Broadcasting Corp., Centralia, Wash., now building a new 500-watt station in that city on 1440 kc. Amplification unit was used by KRKD before it built its present 2,500-watt transmitter, according to Willis O. Freitag, chief engineer.

UNITED ELECTRONICS Co., Newark, has issued a new catalogue covering some 34 models of electronic tubes designed for all types of transmitting equipment.

AN RCA 100-H transmitter with complete studio layout has been ordered from Camden for the new KARM, Fresno, Cal., 100 watter on 1310 kc.

AGAIN...
Modern Studio Design
by JOHNS-MANVILLE



TYPICAL of Johns-Manville's service to modern broadcasting is the design of this organ studio at WGN, Chicago. Here, the predominance of low-frequency sounds not only raised a problem in reproduction, but also the question of effectively confining these sounds within the studio itself.

Studio design by Johns-Manville solved this problem, as it has solved many another for leading stations throughout the country. Stations that have found that better broadcasting quality can be created and permanently protected against faulty acoustical conditions by designing and building their studios in accordance with the present-day sound-control methods developed by Johns-Manville. For information, write Johns-Manville, 22 East 40th Street, New York City.

JM Johns-Manville
SOUND-CONTROL MATERIALS AND
ACOUSTICAL-ENGINEERING SERVICE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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GODLEY & BROWN
Consulting Radio Engineers
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"25 years of Professional Background"

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NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HECTOR R. SKIFTER
Consulting Radio Engineer
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STATION LOCATION SURVEYS
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HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Radio Consulting and Field Engineering Service
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

W. E. HENDERSON
BROADCASTING CONSULTANT
45 LAUREL AVE.
TRENTON, NEW JERSEY

Situations Wanted

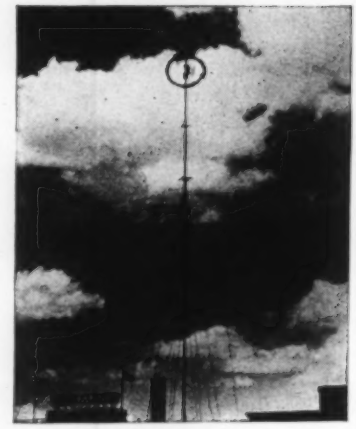
NEWSCASTER: Experienced reporter-desk man, now employed, seeks post where he can combine "radio voice" and writing talent doing news-casts. Recent college graduate, personable, neat. Knows how to "write for the ear" and understands the value of human interest. Has had microphone experience and training. Single, will go anywhere. Box 740 BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.



NO WONDER—KSD, St. Louis, spent three months hunting someone willing to paint its directional reflector tower, rising some 300 feet above street level. The steeple jack had to swing back and forth until he gained impetus to carry him above each protruding strut.

Bermuda Beams

WBAL, Baltimore, and WJZ, New York, are checked by the navigator of the Pan American airship *Bermuda Clipper* for radio bearings on the New York to Bermuda runs, according to an article titled "Five Hours to Bermuda" featured in the Aug. 7 issue of *Saturday Evening Post.*

New Home of KRE

KRE, Berkeley, Cal., recently dedicated its new transmitter which is located on the mud flats along the eastern shore of San Francisco Bay. The transmitter is a new high-frequency 310-B Western Electric, equipped with the latest WE speech apparatus and six miles of ground wire were laid in the salt water near the tower to increase its efficiency. The 190-foot Blaw-Knox vertical radiator is shunt excited, the first on the Pacific Coast to employ this recent development in broadcast engineering, according to KRE. The transmitter house is of modern California architecture and is air conditioned, while the control room is sound-proofed so that programs may originate in it.

The Largest Independent Frequency Measuring Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Announcer, Program Manager, with experience, someone interested in chance of advancement. Station located in the Northwest. Box 744, BROADCASTING.

Situations Wanted

Wish permanent selling connection on small city station. Seven years inside and outside experience. Box 747, BROADCASTING.

Radio Operator desires position. Experience at 50 kilowatt RCA boadcast transmitter. References furnished. Box 748, BROADCASTING.

Announcer, third year. Specialty: news. Training: journalism, law. A competent addition to any staff. Box 750, BROADCASTING.

Station Manager available September 1. Ten years' practical experience in Broadcasting with background of Advertising and publishing. Seasoned Executive who can create and sell as well as direct. Some major city preferred. Box 742, BROADCASTING.

Broadcast Engineer, 10 years' experience, desires change. Permanency necessary; age 35; married; will locate anywhere U. S. A. Studio and transmitter operation, maintenance and administration. 1st Phone and 1st Telegraph License since 1926. Box 743, BROADCASTING.

Creative salesman with excellent record selling the "tough ones" desires position on sales staff in large city, or position as sales manager in fair-sized city, anywhere. Will create sales ideas for salesmen and get out and scratch for them to help them increase their volume. In reply please state complete details. Box 746, BROADCASTING.

Situations Wanted (Cont'd)

Chief Engineer 500 watt station desires change in location. Education, three years university, seven years well rounded experience, both telephone and telegraph licenses, age 32. Box 749, BROADCASTING.

Announcer: 9 years network and local experience, last four years chief announcer eastern station, handle all phases sport broadcasting and newscasting, pleasing voice and mike personality. Travel anywhere. Available late September. Now Engaged. Box 751, BROADCASTING.

Chief Engineer; 31, formal training, 15 years continuous and exclusive broadcasting experience, now under contract. Specialty: execution of engineering plans and supervising technicians. Expect to be available early 1938. Travel anywhere for personal interview. Native N. J. Box 726 BROADCASTING.

For Sale Station

FOR SALE: 1,000 Watt Station, located in good market. Station now making money. Box 745, BROADCASTING.

Wanted To Buy

Wanted modulation monitor. Quote price and condition. Radio Station WHEF, Jackson, Mississippi.

For Sale—Equipment

250-100 watt Doolittle and Falknor transmitter. For details and price, write WJIM, Lansing.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Studio Notes

WTAQ and WHBY, Green Bay, Wis., on Aug. 15 and 16 will dedicate new studios atop the Bellin Building, with appropriate programming and "open house" festivities. Penthouse studios have been completely redecorated, new control equipment and fixtures installed, along with new offices for the commercial, program and press departments.

NEW STUDIOS of KTSA, San Antonio, now being constructed in the Gunter Hotel at a cost of about $20,000, will be ready for occupancy Sept. 15. Station staff, headed by Manager H. C. Burke, is planning a gala opening. Chief Engineer William G. Edgerton drew plans and is supervising the construction.

STAFF of WRBL, Columbus, Ga., recently received bonus checks ranging from $15 to $50 depending on the salary and length of service of the recipient. Similar midsummer bonus was paid a few weeks ago to employes at WATL, Atlanta. Both stations are owned by J. W. Woodruff.

DURING the Aug. 3 broadcast of *Skyways Reporter*, an interview program originating at the Newark airport and aired on WAAT, Jersey City, N. J., Miss Ann Margaret Becker, a stewardess of American Airlines who had received her commercial radio operators license that day, handled the remote set-up with ease and efficiency, according to Art Beadle, the program's regular engineer. Wilderotters department store, Newark, sponsors the *Skyways Reporter*.

WBTM, Danville, Va., and KGER, Long Beach, Cal., recently installed Transradio teletype service and are airing newscasts every hour throughout the day and evening.

AMATEUR photography hobby has invaded the studios of KHJ, Los Angeles, with staff members organizing a Candid Camera Club. Members include Willett Brown, assistant manager; Charles Bulotti Jr., operations chief; Bob Murray, chief technician; Dick Webster, sales promoter; James Bloodworth, continuity editor; Glen Turner, technician; Bob Wheeler, transcription supervisor; and James Burton, announcer.

GRANT POLLACK, NBC announcer in San Francisco, presided at a special pickup from the *Golden Bear*, whose captain, E. N. Olsen, and crew saved several hundred lives during the recent volcanic eruption in New Guinea. The broadcast was heard over NBC stations on July 23.

WHO, Des Moines, has signed a long-term contract for Transradio news service, receiving the full leased teletype trunk wire service recently extended through Central Iowa by Transradio. WHO was the third 50,000-watt outlet signed by Transradio within six weeks, others being WLS, Chicago, and WCAU, Philadelphia.

WLBC, Muncie, Ind., had a demonstration booth at the 85th annual Eastern Indiana-Muncie Fair, and presented programs from this studio. All news programs originated from the grounds and Transradio news and its preparation were featured in the display.

WIL, St. Louis, gives temperature and humidity readings every hour on the hour.

700 Miles From Home

KERR DRY GOODS Co., Oklahoma City department store, is following its customers into the mountain resorts of Colorado by sponsoring a program titled *News From Home* on KVOR, Colorado Springs, more than 700 miles away. The twice-weekly quarter-hour series features transcribed music by former Oklahomans now active in radio as well as Oklahoma City social and sports news. It is heard at 10 a. m. Sundays and 10:15 a. m. Wednesdays. Only commercial is suggestion that vacationers can use their Kerr charge accounts and personal shopper.

SIX broadcasts over WCKY, Cincinnati, will be sponsored by the Cincinnati Cake & Specialty Co. from the Pure Food & Health Exposition, to be held at the Cincinnati Zoo Aug. 24-Sept. 6. The programs will feature interviews with housewives attending the exposition's cooking school. Mary Jane, WCKY girl commentator, and Frank Zwygart, announcer, will conduct the interviews. WCKY has exclusive broadcast rights at the show which is held under auspices of the Cincinnati Retail Grocers and Meat Dealers Association.

WGAR, Cleveland, recently broadcast a five-hour show to raise money and furnish transportation so that children might attend Orphan's Day at the Great Lakes Exposition, Aug. 16. The results of the broadcast under the direction of Sid Andorn were transportation for 4,600 children and $1,000 in cash.

WHO, Des Moines, is broadcasting a Sunday morning series titled *Your Hymns and Mine*, a public service program under auspices of the Iowa Christian Endeavor Union and consisting of hymns selected from hymnals of all churches.

WFBR, Baltimore, will broadcast the Chesapeake Bay Fishing Fair Assn. contest from the middle of the bay Sept. 18-19. Expert fishermen from all over the country are expected to participate, according to WFBR.

IMPROVEMENTS are being made to a former residence at Worcester, Mass., being used as the new studios of WORC. The station made its first broadcast from the new studios early this month, and plans to hold formal opening late in August, according to Ted Hill, manager.

BEGINNING August 16 the 45-minute women's program conducted by Martha Deane on WOR, Newark, will drop the Saturday broadcasts and will change the time of the Monday-through-Friday periods from 2-to-2:45 p. m. to 3-3:45 p. m. The programs are cooperatively sponsored by a maximum of 12 participating advertisers, each of whom has been included three times weekly. Under the new schedule each advertiser will receive three commercial messages one week and two the next.

SPONSORED on WSAN, Allentown, Pa., is *Accent on Safety*, presenting Edgar P. Paulsen, giving a course on the subject at Muhlenberg College. All phases of the safety subject are discussed, winding up with a one-minute transcribed message from the State Highway Safety Patrol. The series is being transcribed by Lopez Recording Co. for use at other stations.

KPRC, Houston, Tex., announced Aug. 4 that Kenneth A. Millican had concluded 1,500 broadcasts of daily talks on security trading under sponsorship of Sterling & Baker, local brokers and investment counsellors.

TOWARD
TOWERING RESULTS

The Big Brother of The Oregonian stations, takes pleasure in announcing the completion of the new 625 foot vertical antenna.

Greater power and increased coverage and reception—tops in a booming market.

OREGONIAN STATIONS BRING RESULTS!

KGW OREGONIAN KEX

The Radio Stations of The Oregonian
KGW-KEX
are represented nationally by
EDWARD PETRY & CO., INC.
New York Chicago Detroit San Francisco

May all your presentations be RADIO EVENTS and Radio Events

Stations who cry that they can't afford to produce live shows will have something to think about when the final A. F. of M. set-up is released.

Besides they never really had a leg to stand on because The Script Library has always had twosomes, really thrilling presentations that required two men or a man and a woman and which frequently cost only a royalty **of less than a $1.00 a fifteen minute episode.**

There is, for instance, the light comedy "OH, JENKINS" with a $25.00 royalty for twenty-six fifteen minute episodes.

Then there's "LOVE IS A WORD", a two character romance which is also available at a royalty of twenty-six fifteen minute episodes for $25.00.

For mystery fans there's "MURDER IN THE 400" with thrills in every one of its twenty-six episodes and still with only two characters — at $25.00 the series.

There are also stations that have been crying for a daily strip "across the boards". Our answer to them (with only two characters) is "The Road to Nowhere" in which a typical English intelligence officer meets a typical Broadway chorus girl in India and they start trouble but not for the audience who really grow to love Guy and Sadie. As a daily feature (six times a week) it costs only $5.00 per week. Add the cost of two actors and a production man and you have a package, correctly priced, that will sell for your sponsor.

By the way, thirty-two broadcast series were sold last week because station production men had copies of THE SCRIPT LIBRARY CATALOGUE in their files. If you haven't—why not write for it today? The cost to you is just 00000.

Out of the six hundred and fifty stations in the U. S. A., over four hundred and fifty are on our mailing list —by request. They receive news of the Script Library material, TREND pages and gobs of facts and a few fancies about where broadcasting is going and why. Since it only requires "the asking" to be placed on our mailing list, why not ask.

When it comes to making program cooperation available, the writer, who general manages (*as far as it's possible to manage Joe Koehler and Georgia Backus*) most of the activities of The Script Library, has never been known as a No girl. If you'd like an example of SERVICE just tell her what you want and watch things happen. . . .

Broadcasting's greatest season is ahead and already The Script Library's business is 200% ahead of the same time last year—You can't give service for five years without someone realizing it. That someone today is exactly 235 stations—AIN'T that a someone.

This is Genevieve Pace, who cut her vacation short in order that some station managers might have theirs.

Genevieve Pace

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every Sustaining and Commercial Need

PREFERRED in WICHITA and its TRADE TERRITORY
K-A-N-S
WICHITA, KANSAS

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.00
Double from $4.50
Completely Air-Conditioned

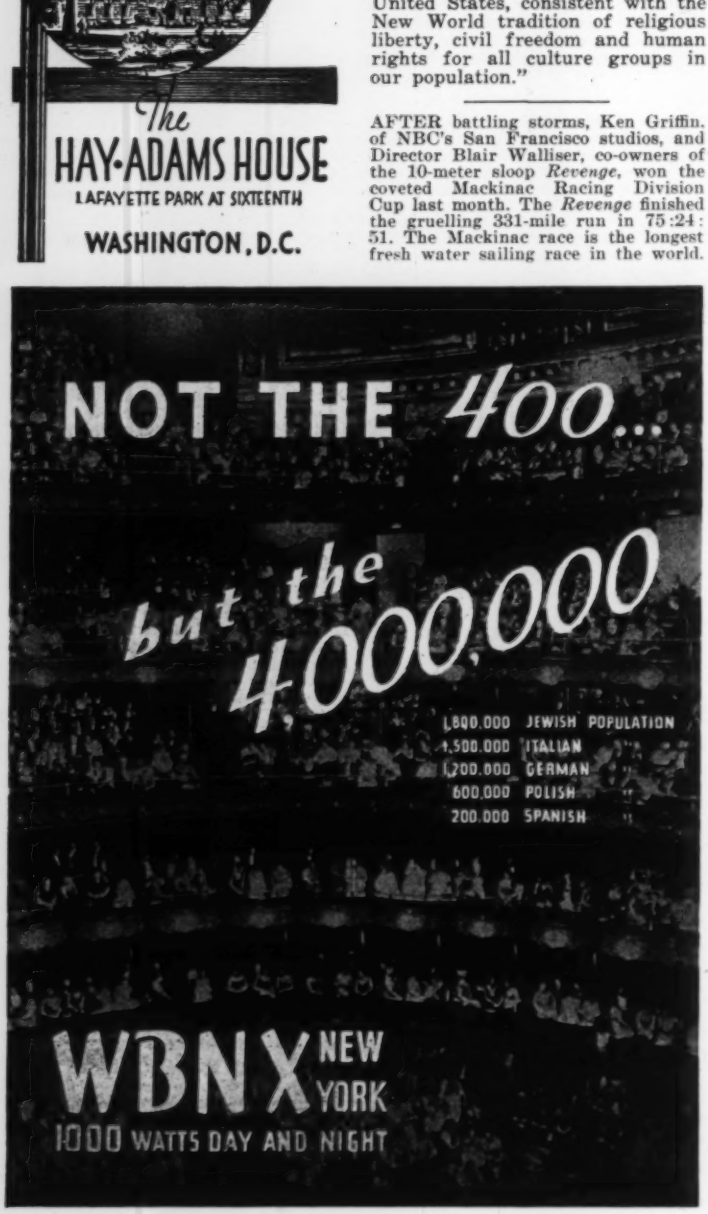
The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

Institute Will Consider Radio and Public Opinion

THE PART broadcasting plays in developing public opinion in the United States will be debated during the 1937 Williamstown Institute of Human Relations at Williams College, Williamstown, Mass., Aug. 29 - Sept. 3. Dr. Franklin Dunham, of NBC, Sterling Fisher, of CBS, and James M. Gillis, editor of the *Catholic World*, are among those who will speak on radio at the morning forum Sept. 3, over which Harry A. Garfield, president - emeritus of Williams College, will preside. Some of the proceedings will be broadcast via the networks.

Theme of the conference will be, "Public Opinion in a Democracy". The Institute will have two specific aims: "To consider the motion picture, the press, the radio and other agencies by which American public opinion is shaped, from the point of view of their relation to ethics and religion;" and "to suggest how these agencies of public opinion may promote more wholesome human relations in the United States, consistent with the New World tradition of religious liberty, civil freedom and human rights for all culture groups in our population."

AFTER battling storms, Ken Griffin, of NBC's San Francisco studios, and Director Blair Walliser, co-owners of the 10-meter sloop *Revenge*, won the coveted Mackinac Racing Division Cup last month. The *Revenge* finished the gruelling 331-mile run in 75:24:51. The Mackinac race is the longest fresh water sailing race in the world.



Joe Louis a Sponsor

JOE LOUIS, heavyweight champion, is sponsor of a commercial program which advertises his "Brown Bomber Chicken Shack", Detroit restaurant. Fifteen minutes known as *Brown Bomber Shambles*, featuring hot transcribed tunes, are broadcast every morning at 2:15 a. m. during the *Night Owl* stretch over WJBK, 24-hour station.

WNBF Joins N. Y. Net

WNBF, Binghamton, N. Y., will join the New York Broadcasting System on Sept. 7, as the seventh station in this intrastate network. The station operates on 1500 kc. with 250 watts day and 100 watts nights and is a supplementary outlet of CBS. Other stations in the network include WINS, New York key station; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester; WBNY, Buffalo.

Barth Leaves WSYR

HOWARD C. BARTH, veteran manager and secretary of WSYR, Syracuse, has resigned and has sold his interest in the corporation. He left in July for an extended vacation in the Gaspe Peninsula of Canada and the Adirondacks and made no announcement of his future plans. Owners of WSYR, who are believed to have taken over the Barth interests, are Col. Harry Wilder and his father, Mark S. Wilder.

Kaltenborn in Spain

H. V. KALTENBORN, CBS news commentator who won the Headliners Club radio citation for his reporting of the Spanish war from the battlefront last year, is back in Spain gathering material for more broadcasts. After touring rebel Spain, he was due to go to Paris to broadcast back to CBS on Aug. 15. He then returns to loyalist Spain and will broadcast his observations on that sector on Aug. 29.

Radio Helps Piano Sales

WITH piano shipments for the first half of the year up 34% over 1936 and amounting to 49,595 units, the National Piano Manufacturers Association was told at its recent convention in New York that radio has been a boon rather than a deterrent to piano sales. Broadcasting has developed a new national appreciation developed the nation's appreciation of music which has been reflected in increased sales of musical instruments, it was added.

Better Speech to Return

BETTER SPEECH INSTITUTE of America, Chicago (correct speech booklets), plans to return to the air in September using a quarter-hour program on NBC-Red network on Sundays. Dramatized plays showing the effectiveness of good speech may be used again this year. Auspitz & Lee, Chicago, is the agency.

CBS Starts Work In San Francisco

New $350,000 Plant Will Be Ready in Early November

CONSTRUCTION of the CBS new northern California headquarters and studios in the historic Palace Hotel in downtown San Francisco was started early in August. Although the site had been picked and publicly announced a number of weeks ago by Donald W. Thornburgh, CBS vice - president in charge of Pacific Coast operations, the 89-day hotel strike in San Francisco held up the start of the actual construction work. The strike was settled and hotels again opened just before the start of August.

Bliss & Fairweather, San Francisco architects have drawn plans, with William Lescaze, designer of the new KNX building in Hollywood, as consultant. The project will include two stories to accommodate the elaborate housing of CBS and KSFO. Five broadcasting studios, each with its own control room, are planned. Two main studios will have extraordinarily high ceilings for proper acoustics and each includes an observers' balcony. The plans call for entirely new construction work for the entire project, directly above the Gold Ballroom of the hotel. From the lobby of the hotel itself swinging doors will lead directly to a smaller lobby with an entrance on a rear street and a special elevator to the Columbia reception room.

Special Facilities

Besides the studios, included on the first floor will be the executive offices, a special program planning department and announcers' lounge. The second floor will contain the music library, traffic, publicity and news departments, a transcription library, engineering department and two client rooms. Air conditioning and ventilation equipment independent of the hotel plant will be installed on this floor also.

All the technical installation will be under the supervision of James Middlebrooks, CBS construction engineer, who also directed the erection of the new KSFO transmitter at Islais Creek, San Francisco. The new studios are expected to be ready for occupancy by Nov. 1. Mr. Thornburgh said that the estimated cost of the plant will be about $350.000.

Meanwhile, the new 5 kw. WE transmitter, transmitter house and Truscon radiator for KSFO, CBS outlet in San Francisco, have been completed at Islais Creek. During the construction of the transmitter KSFO broadcast a number of special programs from the site, to create public interest in the forthcoming new station facilities. Manager Phil Lasky stated that he planned to use car cards and space in the daily newspapers to promote the dedication, scheduled for this month.

H. Z. Zane, construction engineer, went to San Francisco from New York to supervise the work on the towers for the new setup. As a result of the CBS future move into the Palace Hotel, NBC loses its remotes from the hostelry. The CBS outlet already is picking up the music of Paul Pendarvis from the Rose Room.

YACHT COVERAGE—The major networks used all forms of conveyance and communication to bring the America's Cup races off Newport to a listening world. At left is an NBC crew at Brenton Pt. Coast Guard station (back to front) A. E. Jackson and H. T. Ashworth, field engineers; Max Jacobson, eastern field supervisor; J. H. Hartley, asst. director special events; Arthur Feldman, director special events, Boston. In center is the MBS-WOR crew, with Cameron King and Dave Driscoll at left and four engineers, Ed Franke, George Frazee, Shirley Davis, Samuel Morse. Driscoll fell overboard three minutes before one of his broadcasts. At right Ted Husing (above) and Sydney Bergere, engineer, are feeding CBS from the radio shack on the Coast Guard cutter *Tahoe*. Elaborate shortwave setups were arranged for the races.

NAB Report on SESAC Repertory Indicates List Falls Below Claims

CULMINATING several months of intensive research, the NAB on Aug. 18 will release to its membership a detailed report analyzing the copyright repertory of the Society of European Stage Authors & Composers Inc. (SESAC), designed to portray to its membership the scope of the works held by the organization so as to permit stations to gauge their needs for the catalogs.

Resulting from complaints from many stations that they have been paying SESAC royalties for an "unknown quantity" because it had never divulged its actual repertory, the analysis was undertaken by James W. Baldwin, NAB managing director, and his copyright staff after SESAC had declined to supply the information requested and had displayed "a lack of cooperation in supplying to the members necessary information."

The voluminous report, together with some 400 pages of exhibits, tended to show that SESAC is not the important entity in the copyrighted musical field it has claimed to be in negotiating performance contracts with stations, some 400 of which are said to be paying SESAC royalties. As far back as January, 1936, the report brought out, NAB endeavored to obtain from SESAC a list of musical compositions it owns and controls, and when it was not furnished the NAB undertook a search of the files of the Library of Congress to ascertain precisely what compositions were involved, based on a SESAC brochure date June 1, 1936, in which it named the catalogs it was authorized to license without going into the actual numbers involved.

The brochure contained the names of 76 publishers or organizations but duplications in the items reduced the number to 52. In addition, 17 publishers were eliminated by SESAC's own admission and broadcasters who entered into license agreements with SESAC as of that time apparently acquired the right to perform musical selections of 35 publishers or organizations, instead of 76, the report states.

On Jan. 1, 1937, SESAC distributed a new brochure which added and deleted certain firms and showed the total number of publishers and organizations as 62 as of April 1, 1937. "We find, on examination of the musical copyright entries in the Library of Congress," said the NAB report, "that a total of approximately 5,500 unexpired musical copyright entries are credited to these 62 publishers or organizations." Of these 62, said the report, 13 were not credited with any musical entries, three had not been credited with any musical copy entries during the last ten years, and 35 had been credited with a total of less than 50 entries each during the last ten years. The remaining 11 publishers as of April 1, 1937, had entries totalling about 3,500 numbers.

In detail, the report covered conflicts in connection with claims made by SESAC on exclusive rights to perform numbers with the rights of ASCAP. The disclosure, the report stated, emphasized the "urgent need for remedial copyright legislation."

Chapter by chapter, the report covered the individual catalogs claimed by SESAC, and designed to show by title, name of author, composer and publisher, all of the musical selections which the NAB could find credited to those publishers in the musical copyright entries of the Library of Congress of April 1. "These data should enable the broadcasters to evaluate the need for the music in all these catalogs with the possible exception of the Spanish catalogs," said the report.

Sherwin-Williams Spots

SHERWIN-WILLIAMS Co., Cleveland, will start a spot campaign for its paints early in September, using participating programs on schedules varying from one to six times weekly on the Yankee Network, the Iowa Network and a network on the Pacific Coast. Individual stations signed are WOR, WFIL, WBEN, WGY, KDKA, WFBR, WBT, WJAX, WLS, WGAR, WJR, WFBM, WCCO, KMOX, KMBC, WFAA, WCKY, WSB, WTMJ, KPRC. Programs were placed through T. J. Maloney Inc., New York.

FRATELLI BRANCA & Co. Inc., New York (bitters) is sponsoring a weekly sports review in Italian on WBIL, New York, and WPEN, Philadelphia, featuring Leandro Forno. Series is titled *La Rassegna Sportiva*.

TODAY'S CHILDREN

RADIO'S MOST POPULAR DAYTIME PROGRAM

WRITTEN BY IRNA PHILLIPS — PRODUCED BY N. B. C.

NOW ENTERING 5TH YEAR FOR

Pillsbury Flour Mills Company

DIR.—HUTCHINSON ADVERTISING COMPANY

N. B. C. RED NETWORK — MONDAY THROUGH FRIDAY

10:45—11:00 A. M., E. D. S. T.

WKZO
KALAMAZOO

★

"The Nation's Perfect Test Market"

WKZO Modern Radio Kitchen
Now In Its 21st Successful Week

MARY MARTIN, expert Home Economist, on the air six times a week — supplemented by merchandising men contacting retail outlets, installing store displays and creating increased distribution for sponsors.

Write for information.

Representatives: Wilson-Robertson Co.
Chicago—New York—Kansas City

WFIL's New Studios

THE NEW $200,000 studio plant of WFIL, Philadelphia, will be opened for broadcasting Sept. 1, according to Donald Withycomb, general manager. Located on the 18th (top) floor of the Widener Bldg., in the heart of mid-town Philadelphia, the new plant is now nearly completed. WFIL's present quarters in the Strawbridge & Clothier Store will be closed at the end of August and all personnel and equipment moved to the new location. Formal dedication of the studios will be deferred until decorative work is finished, probably late in October. Plant was designed by Horace Trumbauer, with the collaboration of Frank V. Becker, WFIL chief engineer.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Conferences Seek Music Solution

(Continued from Page 11)

eral musical strike, and none of us wants that to happen. We are exerting all the pressure we can to make our member stations appreciate the necessity for action on their part, and if the non-network stations will take the same point of view we believe that a solution can be peaceably worked out."

Danger of Blacklist

The networks are also very much concerned about the possibility of some of their stations refusing to hire a number of musicians satisfactory to the union and being put on the AFM unfair list. In such cases the networks would be forbidden by the union from feeding any musical programs to these blacklisted stations, under threat of losing their own union musicians, who will not be permitted to work for any one serving a blacklisted station.

This same situation applies to the transcription and record manufacturers. On Aug. 10 a letter was sent by NAB to all stations, over the signatures of Advertisers Recording Service Inc., Atlas Radio Corp., E. V. Brinckerhoff & Co. Inc., Jean V. Grombach Inc., Lang-Worth Feature Programs, MacGregor & Sollie, NBC Transcription Service, RCA Mfg. Co. Inc., Transamerican Broadcasting & Television Corp., WOR Recording Service and World Broadcasting System.

Pointing out that the demands of the AFM on transcription makers mean that they "cannot make transcriptions using AFM musicians for use at any radio station which fails to employ a number of AFM musicians satisfactory to the AFM" and that "an attempt is to be made to require the makers of transcriptions to be licensed by the AFM" the letter continues:

The AFM is attempting to achieve its end of requiring radio stations to employ additional musicians by threatening to place restrictions on the network companies by refusing to permit the transmission of music made by its members except to radio stations employing musicians, and on the phonograph record and electrical transcription makers rather than by local negotiation through the locals of the AFM in the territory served by the radio stations. We have urged the AFM to treat this situation locally because the problem of each radio station is a local problem which should be decided on its own merits, but they have declined to deal on a local basis with the individual stations. We have no way of knowing what number of musicians the AFM intends to require to be employed.

As transcription makers we are vitally interested in this problem and are anxious to do what we can to assist you in its solution. However, *you* are the most directly concerned as the employment of the additional musicians demanded by the AFM must be by the broadcasting stations. . . . We believe that broadcasters will find it useful to confer with the transcription makers whose products they use, with such network companies as the stations may be affiliated, with the NAB and with officers of the AFM.

Licensing Plan

One prominent transcription maker told BROADCASTING that there is little that this group can do until the broadcasters have come to some agreement with the union and then, he said "we will have to decide whether to refuse to furnish transcriptions to stations not licensed by the union or to try to continue to serve them without the aid of AFM musicians." He pointed out that in saying that transcriptions have contributed to unemployment of musicians the AFM officials quite evidently did not understand that advertisers using musical transcriptions were competing with network programs for audience attention and that in most cities live orchestras of the same excellence could not be obtained and even if they could the advertisers could not afford to hire individual orchestras in each city.

"If the present users of transcriptions are forced to turn to other means of advertising they will not hire local musicians," he stated, "but will use local news or sports programs, or script shows, or will leave radio and go back to newspaper advertising, from which most of the transcription business has been taken." He also said the situation was having a bad effect on the transcription business for fall as many advertisers were holding up their recording awaiting the outcome and that if they were forced to delay much longer they would be forced to use some other means of advertising.

The phonograph record manufacturers present a different aspect of the situation, which is outlined in the industry letter to all stations of Aug. 5 as follows:

The AFM complained that the present uncontrolled use of phonograph records by broadcasters has been a principal factor in deterring the employment of musicians by broadcasters. Phonograph record manufacturers, therefore, were told that they would not be able to employ union musicians for the manufacture of records unless some plan was devised for the elimination or control of the playing of phonograph records by broadcasters. The phonograph record companies have, accordingly, submitted a tentative plan (a) whereby broadcasting stations which are "licensed" or declared to be on the fair list by reason of the hiring of a satisfactory number of musicians, will be permitted to play phonograph records, and (b) whereby the phonograph record companies will endeavor to prevent stations not so "licensed" from performing the records made by such manufacturers.

As part of this program, we are advised that the phonograph record companies will soon adopt a new label and envelope for their records which will set forth that the records are manufactured and distributed pursuant to a patent license and on agreement with the original purchaser that they may not be used or resold save for ordinary use in the home. It is reasonable to assume that this procedure will be the subject matter of litigation. In any event, the AFM may attempt to withhold the services of union musicians, whether live talent, or through the medium of transcriptions, network or remote control, from stations which make unapproved use of phonograph records. The phonograph record companies, intend, we are informed, simultaneously with this campaign, to attempt to put into effect a plan which they inform us they have long contemplated—namely, licensing broadcasting stations to play phonograph records.

Property Right

Milton Diamond, counsel for Decca Records Inc. and member of a committee of representatives of Decca, RCA-Victor and American Record Co. which will meet with the AFM sub-committee to attempt to work out a settlement before Sept. 16, told BROADCASTING that the makers of phonograph records had long held they have a property right in the records they make that is being violated when these records are broadcast.

He said that the courts had recognized this right when the record companies were allowed to intervene in suits brought by artists whose records had been broadcast against the broadcasting stations. These suits are still in the courts, he said, and the record makers hope to have their rights upheld by definite rulings, after which they, too, will license stations to broadcast records.

Whether these licenses will be on a per piece basis or whether they will follow the ASCAP plan of an annual fee has not been decided, he said. He stated that the recorders will of course not license any stations not licensed by AFM, as to do so would cost them the use of union musicians, but added that in the meantime any station broadcasting records, whether licensed by AFM or not, would be considered as an infringer on the rights of the recorders.

Querying a number of independent stations in New York BROADCASTING found the consensus was that they are now employing as many musicians as is economically feasible and are not greatly worried, believing the AFM will not force them to employ more mu

WSAI

THE CINCINNATI MARKET
. . . in Radio Language that's WSAI

A potential audience of more than one million listeners in the rich industrial Cincinnati area.

These WSAI listeners are your buyers . . . and WSAI is the Cincinnati Buy.

Robert G. Jennings, in charge of Sales and Programs, Cincinnati
New York and Chicago Offices: Transamerican Broadcasting & Television Corporation
J. Ralph Corbett, Inc.

- BASIC RED NETWORK, N. B. C.
- MUTUAL BROADCASTING SYSTEM
- THE WLW LINE

THE CROSLEY RADIO CORPORATION

than they can afford or seriously affect their program schedule by depriving them of the right to broadcast recordings and transcriptions.

Officials at AFM headquarters said that while the subcommittee will continue to meet with broadcasters and others no decisions would be made until the resumption of executive sessions in September. Queried about the amount of unemployment among musicians they replied that of the 125,000 AFM members many had other occupations and that it was impossible to say how many were actually out of work. But they did state very definitely that regardless of the amount of unemployment they felt the broadcasting industry should employ more than 800 staff musicians, which is the total number today. This does not include, of course, the many thousands of musicians engaged for special programs by sponsors or stations, but only the regularly employed musicians on station payrolls.

Asked how many men they thought the broadcasters should employ they said that was a question for the broadcasters to answer and that when they heard the answer they would then decide whether it was satisfactory to them. Pending the September meetings the AFM has postponed its Aug. 15 deadline with the motion picture people, from whom the union is trying to get a contract forbidding the dubbing or re-recording from film to film or disc to film, meaning that each picture production would require an original orchestral background. Similarly the discussions with ASCAP regarding an affiliation of the two groups, possibly with ASCAP becoming an AFL union, have been temporarily discontinued.

Audit Group Committee Of NAB Is Reappointed

REAPPOINTMENT of the NAB "committee of five" which functions as part of the Joint Committee on Radio Research representing equally the NAB, American Association of Advertising Agencies, and Association of National Advertisers, was announced Aug. 12 by John Elmer, NAB president, and operator of WCBM, Baltimore.

The group includes Arthur Church, KMBC, Kansas City, chairman; Roy O. Witmer, NBC sales vice-president; H. K. Boice, CBS sales vice-president; J. O. Maland, vice-president, WHO, Des Moines, and James W. Baldwin, NAB managing director.

Last year the NAB committee included seven men, five of whom served on the Joint Committee on Radio Research. Mr. Elmer decided to curtail the membership to five for both purposes during the ensuing year. The Joint Committee has been functioning for the last two years toward the goal of adapting standardized methods of auditing station audience and coverage data.

Campana's Second Show

CAMPANA Corp., Batavia, Ill., sponsoring *First Nighter* on NBC-Red Friday evenings for Italian Balm, will add an unnamed network program on Monday evenings, 8:30-9, on NBC-Blue, late in September. Aubrey, Moore & Wallace Inc., Chicago, is agency.

AFM Recording, Transcription Demands

Demands upon phonograph recording companies and electrical transcription companies by American Federation of Musicians:

1. Explain the evil of circumventing of employment opportunities of musicians by reason of the uncontrolled use of recording for profit.

2. There is no objection against recordings for home use or in their use for any purpose outside of the United States and Canada. However, records may be used in music machines such as are commonly found in candy stores, railroad stations, billiard parlors, etc. They cannot be used in places where otherwise musicians could be employed or where it has the tendency to destroy employment opportunities of musicians.

Manufacturers of phonograph records or electrical transcriptions may make such for audition purposes or for their own record, but such phonograph records or electrical transcriptions must not be commercially used, and the American Federation of Musicians must be advised in each instance when made as is the case with other records.

3. Members of AFM will not in future make records which are to be used for profit unless musicians are employed in the place or establishment where so used. This includes radio, hotels, restaurants, cafes or any other place whatsoever where the use of records has the result of destroying employment opportunities of members.

If recording companies are requested by a sponsor to make recordings for which the sponsor furnishes his own musicians, then such recording companies obligate themselves to do so only on condition that it be done in accordance with their own understanding with the AFM, the recordings are only to be used where members of the AFM are employed.

Industrial recordings are permitted only on condition that they are not to be used as public recordings but are used solely for the purpose of acquainting with their contents the employes of the industry for which the recordings are made or prospective buyers of the products of such industry. However, they are not to be used at any place or at any time to which the general public is invited.

4. The Federation is ready and willing to permit their use in such places or for such purposes as radio if it comes to some agreement with the employers using such records as the number of musicians to be employed.

5. The dubbing or re-recording of records will not be agreed to by the Federation. However, manufacturers may submit to the AFM cases wherein, in their opinion, exceptions should be made, with the understanding that the decision of the Federation shall be final.

6. Members of the AFM will only make records under contracts containing these stipulations.

7. The AFM insists that it must be advised of all records made and for what purpose they are to be used (this to appear on the record) with the understanding that records should not be placed at the disposal of an employer where it has the tendency to destroy employment opportunities or the developing of such.

8. Records henceforth made by each corporation must have a registered number to be filed with the Federation. Before such record is used anywhere for any purpose whatsoever, a clearance permission must be secured from the AFM.

Recording companies agree to furnish the AFM with their catalogue of recordings already made and advise them from week to week of new recordings made, it being understood that the recordings are not to be used or released before the Federation is so advised. If necessary for the immediate release of such recordings, the Federation to be immediately so advised. This also includes industrial recordings.

Manufacturers of recordings when making report to the AFM of recordings made by them, must also send copy of the script of the recordings so that the AFM may at all times be advised of what these recordings contain.

Manufacturers of recordings shall at all times, when a request is made upon them by the Federation, to furnish to the Federation a copy of any record made by them inclusive of those pressed in Canada.

9. Requests by employers that musicians should assign all their rights for the use of the master records to recording companies will be considered by the Federation as an attempt to circumscribe the employment opportunities of other members of the Federation and the Federation will not agree to such assignments.

10. Members of the Federation will not render any services at any place where records of any kind are used whether they are new or library records unless some agreement exists with the employer using the records that musicians be also employed in addition thereto.

11. The making of any records by running a line through radio corporation studios or any other place for any other than legitimate purposes, that is, purposes in contradiction with these rules is not agreed to by the Federation.

12. The making of records taken from the air with or without the knowledge of the musicians is not agreed to by the Federation.

13. All recording companies to be licensed by the AFM, the license to contain the stipulations under which members of the Federation will make records.

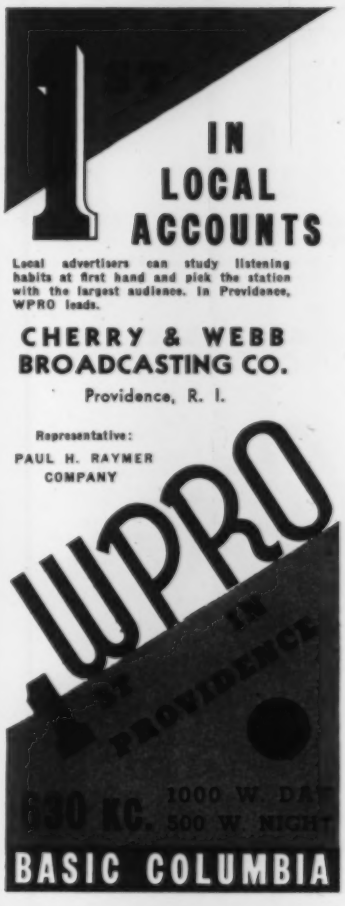
14. Nothing herein must be so construed to rob an individual member of his property right that he may have or may acquire in any of his recordings.

15. In no jurisdiction of any local of the AFM can members play for an employer in contradiction of any of the above rules.

16. All contracts to be valid must be approved by the International Executive Board of the AFM, the president or any authority designated for that purpose by the Federation.

General Foods Session

GENERAL FOODS Inc., major radio advertiser, held a three-day conclave in Hollywood starting Aug. 13, with its main executive personnel, including Clarence Francis, president, assembling for a roundtable on merchandising plans. Intimations are that the company, which spent more than $2,000,000 on advertising the first six months of this year, a substantial portion of which went to radio, will expand broadcast originations from Hollywood. Conferring with the General Foods Inc. executives were Young & Rubicam Inc., and Benton & Bowles Inc., advertising counsel. Both agencies represent General Foods in radio production in Hollywood and the East. Meetings started Aug. 13.



WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

IT MUST BE GOOD!

Listener preference in Hartford is indicated by the fact that local advertisers choose WDRC, and return again and again! They KNOW they can depend upon WDRC for Results!

Basic Network Station of the Columbia Broadcasting System

Senate Radio Investigation Foreseen

(*Continued from Page 9*)

tive appointees, meeting the "business executive" qualifications, it is understood, had been offered the chairmanship, but each refused for undisclosed reasons. The chairmanship appointee would fill out Mr. Prall's unexpired term of five years, while the other vacancy—that created by the retirement June 30 of Dr. Irvin Stewart, Telegraph Division chairman — is for seven years.

The death this month of Associate Justice J. A. Van Orsdel of the U. S. District Court for the District of Columbia, the radio appellate body, gave rise to renewed speculation regarding the possible transfer of Acting Chairman E. O. Sykes to that court. He was considered for it several times in the past. A former Mississippi Supreme Court justice, Judge Sykes is regarded as especially qualified for that bench, particularly since it is the FCC appellate court prescribed in the law.

New Names Mentioned

Many new names have been added to the list of prospective appointees to the FCC, and most of the old ones remain. Foremost among those considered initially for the Stewart vacancy and also for the chairmanship are Comdr. T. A. M. Craven, FCC chief engineer; Hampson Gary, FCC general counsel, and Carl I. Wheat, FCC telephone rate counsel.

New names which have been advanced are those of Ewin L. Davis, member of the Federal Trade Commission, who as a former Congressman from Tennessee was one of the framers of the Radio Act of 1927; Smith W. Brookhart, former Iowa Senator; W. W. Howes of South Dakota, First Assistant Postmaster General; Rep. Ramspeck (D., Ga.), a member of the House Merchant Marine Committee which until three years ago was charged with radio legislation; William E. Dodd, Ambassador to Germany; Judge Hall Lusk, of Portland, Ore.; Willard Bliss, general organizer of the American Radio Telegraphists Association, who has CIO endorsement and whose name was substituted for that of Hoyt S. Haddock, former ARTA president; Capt. S. C. Hooper, USN, former director of Naval Communications, and Comdr. C. R. Clark, retired Naval Communications officer on the Pacific coast, a native of Plattsburgh, N. Y.

One of the "big business" executives reported under consideration was John D. Biggers, president of Libbey-Owens-Ford Glass Co., of Toledo, but it was learned authoritatively that he had not been proferred the post, and that even if the offer should be made his business commitments are such that he would not be in a position to accept. Breckinridge Long, former Ambassador to Italy, and former Assistant Secretary of State, is another understood to have been offered one of the posts, which he declined.

WCBD Ready to Start With Entire New Plant

WCBD, Chicago, will start its new 5,000-watt Western Electric transmitter and 410-foot Truscon self-supporting radiator on Aug. 16. The station has been using the facilities of WMBI, with which it shares time, since its $60,000 fire April 2. The new transmitter is located just north of Elmhurst, Ill., at the old WMAQ site.

Studies and offices of the three Chicago stations managed by Gene T. Dyer, formerly in different locations, have all been moved into the Madison-Western Bank Bldg., 2400 W. Madison St. in the heart of Chicago. Modernized offices and studios have been built for the three stations—WSBC, WGES and WCBD, which had studios and transmitter at Waukegan and Zion, Ill.

New Equipment Firm

BRAINARD - WALDER Corp., Hollywood manufacturers of communication, transmitter and recording equipment will change its name to General Communication Products Corp. and move to larger quarters at 6245 Lexington Ave., that city, within the next 30 days. S. A. Sollie, formerly of MacGregor & Sollie, Hollywood transcription concern, and Harold H. Hanseth, formerly co-owner of KIEM, Eureka, Cal., have joined the organization which is headed by W. E. Brainard, president, and Robert B. Walder, formerly president and general manager of Techna Corp., San Francisco equipment manufacturers.

FINE FOOD

Colorado Springs Spends More for FOOD Than 44 Larger Cities

● Volume of food store sales, in Colorado Springs, beats that in cities up to double its size and qualifies it as a market in which sales effort is productive . . . KVOR qualifies as the medium to make it profitable.

KVOR
COLORADO SPRINGS

Affiliated with the Colorado Springs Gazette and Telegraph ● Under Affiliated Management with WKY Oklahoma City, KLZ Denver and the Oklahoma Publishing Co. ● Represented by E. Katz Special Adv. Agency.

Payne Resumes Probe of Crosley

(*Continued from Page 9*)

McFarlane (D-Tex.). In the latter address the superpower operation of WLW was criticized. No direct mention was made of the recent retention by Crosley of Charles Michelson, publicity director of the Democratic National Committee as public relations counsellor.

Concluding, the Payne letter said that it was in the nature of a formal notification that the Commissioner would expect to receive answers to the questions propounded by Sept. 13, 1937. Questions asked covered balance sheets showing current assets, investments, fixed assets, intangible assets and related financial data; profit and loss statement showing gross broadcasting revenues, deductions for various expenses, and taxes; net operating revenue, and other income data; dividends declared; broadcast hours sold; broadcasting time devoted to advertising of Crosley products and the value of the time; amounts charged for time; whether rates have been increased since the granting of the experimental license and the amount of increase. The data was requested for each calendar year since the Commission granted the experimental power and for the last full calendar year.

AGENCIES AND STATIONS
Try
---wood---
IDEAS!
"They've clicked successfully For 15 Years."
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

JOHN McPHERRIN, sales manager of Bauer & Black, Chicago (cosmetics), is in Hollywood conferring with Frank W. Purkett, vice-president and general manager of Associated Cinema Studios, on the May Robson transcription series *Lady of Millions*, cutting of which started Aug. 1. Series, through Blackett-Sample-Hummert Inc., Chicago agency, will be placed nationally.

HECKER PRODUCTS Corp., New York (Silver Dust) is planning a network series using Beatrice Fairfax in an afternoon program dramatizing heart problems. Personality charts will be given listeners. BBDO, New York, is agency.

NEWS
is your best bet
TRANSRADIO

ATLANTIC TRAINS GRID ANNOUNCERS

ATLANTIC REFINING Co., Philadelphia, will broadcast at least 158 football games between major Eastern and Midwestern colleges this autumn, using some 60 announcers on 64 stations. The change in rulings of the networks, which this year permit Atlantic's use of NBC and CBS stations, has allowed the inclusion of almost every 50,000-watt station in its territory.

Announcers for these broadcasts are selected by a unique method developed by Joseph R. Rollins, Atlantic's advertising manager, and Les Quailey, former analyst and assistant to Ted Husing who now has charge of the Atlantic announcers. Candidates are given charts for the first quarter of a football game, from which they broadcast, naming the players and describing the action.

More than 150 candidates were auditioned before the 60 announcers, analysts and color men were finally picked. A general get-together of all announcers to be used will be held in Philadelphia within the next week, when Quailey will train the men in calling plays so that the listener can understand exactly what is happening. No announcements will be made during actual play. The account is handled by N. W. Ayer & Son Inc., Philadelphia.

Decatur Newspaper Deal

NEGOTIATIONS have been completed for the sale of 49% interest in WJBL, Decatur, Ill., to the Decatur Newspapers Inc., publishers of the *Decatur Herald* and *Review*. The station, owned chiefly by Charles R. Cook, operates with 100 watts on 1200 kc. It has applied for a shift to 1310 kc., asking for the facilities of WBOW, Terre Haute, if that station's application for a wave shift is granted. WJBL now shares time with WJBC, Bloomington, Ill.

Stewart-Warner Spots

LOCAL dealers of Stewart-Warner Corp., Chicago, handling the firm's radio sets, will use local announcements before and after its CBS broadcasts Mondays, 7 p. m. (CDST). The network program usually promotes Alemite (lubrication) but the Aug. 23 and 30 broadcasts and succeeding alternate broadcasts will be devoted to radio sets, and spot announcements will be placed only for these broadcasts. Hays MacFarland & Co., Chicago, is agency.

Color Film Spots

DUFAY COLOR FILM Co., New York, using 12 announcements daily on WHN, New York, for color film, expects to use spots in the Florida resort region next winter. The new campaign on KFWB, Hollywood, will be continued. William H. Rankin Co., New York, is agency.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

Late Personal Notes

GEORGE J. TROPP, formerly in the script department of the Office of Education, has been retained by Hood Educational Broadcasts Inc., 142 E. 32nd St., New York, as program production manager. Mr. Tropp, also assisting in the Radio Workshop of New York University, organized, wrote, and directed the *Safety Musketeers* and has collaborated in the production of many other successful educational programs.

ELEANOR FULLER, formerly with KXBY, Kansas City, and one of the three women in America to possess a radio operator's license, is now secretary to H. R. Makelim, recently appointed sales manager of WIND, Gary, who also comes from KXBY. Miss Fuller wrote and produced two daily experimental television programs broadcast by the Kansas City station.

H. A. KRAMER, formerly in the copy department of Batten, Barton, Durstine & Osborne, Chicago, has been appointed space buyer, succeeding Joseph C. Lieb. Mr. Lieb will act as contact for several of the agency's accounts. Henry Klein is radio director of the agency.

WHYTHE WALKER, veteran WBBM salesman who recently joined the WIND sales staff, is the father of an 8-pound baby girl. Walker is one of the applicants for a new station in Evanston, Ill.

ARTHUR W. STOWE will be the name of the new Chicago program production firm announced in the July 15 BROADCASTING as Stowe-A-Gram Productions Inc. Mr. Stowe has already produced a quarter-hour program, *The Affairs of Mrs. Forbes*, and has signed two new writers, Laura Standish and Craig Lawrence.

HARRY KOPF, of the Chicago NBC network sales department, and Charles Phelps, of the New York NBC sales staff, are currently touring Europe.

MAYNARD MARQUARDT, manager of WCFL, Chicago, was married to Louise Litten, Chicago radio actress, Aug. 5. The bride is a teacher of script writing at Mundelein College. The couple plan to go to Mexico for a four-week honeymoon in November or December.

SERGIO ROJAS has joined the Latin-American department of British American Productions Inc., New York, as continuity writer and translator. The firm has also formed a stock company to be used in both musical and dramatic script shows for broadcasting in English-speaking countries.

ALOIS HAVRILLA, 1936 diction award winner, leaves NBC Aug. 31 to free lance.

EDWIN CURTIN, NBC news editor, is the father of a baby boy born Aug. 12.

For . . .

the world's most modern INDEPENDENT radio station in the heart of the world's most typical rural and urban population, consult

WROK
ROCKFORD, ILL.
1410 K. C. 500-1,000 WATTS

Goodwin Joins Esty

BILL GOODWIN, for three years CBS Hollywood announcer-producer and contact on *Lux Radio Theater* and *Hollywood Hotel*, has resigned to join William Esty & Co. Inc., that city, as assistant to Savington Crampton, producer in charge. He will assist Crampton on CBS *Oakie College* sponsored by R. J. Reynolds Tobacco Co. (Camels), to be resumed Sept. 28. Larry Holcombe, on the Coast several weeks, will return to New York to handle the Benny Goodman end of the *Oakie College* program which will be piped from the East. George Corey continues on the Hollywood continuity staff.

Wallis Armstrong Shift

CONCENTRATION of its production activities in Hollywood will be effected by F. Wallis Armstrong Co., agency producing the CBS *Hollywood Hotel* and *Ken Murray* programs, both sponsored by Campbell Soup Co., with transfer of headquarters to larger offices in the Equitable Bldg. Aug. 16. Diana Bourbon continues in charge as West Coast manager, with Fred Ibbett heading the *Hollywood Hotel* program as producer. It is understood he has a three-year contract.

Chrysler Pro Grid

CHRYSLER Corp., Detroit, for the second successive year will sponsor eight broadcasts of the Sunday professional football games of the New York Giants on WOR, Newark, for Dodge cars. The first on Oct. 3 from Philadelphia and the others from the Polo Grounds in New York. Stan Lomax, will give play-by-play descriptions. Ruthrauff & Ryan Inc., New York, is agency.

"This is . . .
WBNS
COLUMBUS, OHIO
"This is Our Representative . . .
JOHN BLAIR & CO.
"Ask John . . . he knows"

RIGHT DOWN OUR ALLEY

Today's radio advertiser is not of the gold-brick buying variety. He wants to know how well a station covers the territory in which he wants sales, whether pockets of listeners hold any cash, whether distributors and retailers will co-operate.

Such advertisers prefer WGAR, the station sold on fact instead of the gold-brick standard.

Over WGAR your selling message will be heard throughout the seven counties in Northern Ohio that make up the state's richest market . . . Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake . . . will reach nearly a million homes in this spending territory . . . will draw from the purses of the families which spend one out of every three of the state's retail dollars.

And, when you talk merchandising, you're firing right down our alley! WGAR works closely with distributors in its territory, knows and gets the help of top executives of various trade associations, sends men out into the field to talk with retailers in regard to your product and your radio program.

First in number of accounts, first in total dollar volume among Cleveland stations . . . first in merchandising assistance . . . you just can't help but place WGAR first among the stations you consider in Northern Ohio!

W·G·A·R
"CLEVELAND'S FRIENDLY STATION"
John F. Patt, *Vice Pres. and Gen. Mgr.*
Edward Petry & Co., Inc., *Nat'l Repr's*

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JULY 30 TO AUGUST 13 INCLUSIVE

Decisions . . .

JULY 30

(Supplement to July 30 decisions published in Aug. 1 issue)

APPLICATIONS GRANTED:

KGU, Honolulu—License for CP as mod.

WMBG, Richmond — License for CP as mod.

KPQ, Wenatchee, Wash. — License for CP.

KROC, Rochester, Minn. — License for CP.

WMBS, Uniontown, Pa.—License for CP.

APPLICATIONS DENIED—WTFI, Athens, Ga., auth. operate former trans. unl. 1310 kc 100 w 250 w D pending action on applic.; NEW, Meno Schoenback, Woodward, Okla., applic. CP 1500 kc 100 w 100 w LS unl., heretofore set for hearing, denied as in default.

APPLICATIONS DISMISSED—WGCM, Mississippi City, applic. extension permit 1120 kc 500 w unl. spec., heretofore set for hearing; KMPC, Beverly Hills, Cal.; NEW, State Brdcstg. Corp., New Orleans; WSAZ, Huntington, W. Va.

MISCELLANEOUS — WJBW, New Orleans, granted leave file appearance applic. renewal, appearance accepted and motion So. Brdcstg. Corp. to deny applic. for renewal in default denied; motion So. Brdcstg. Corp. to deny as in default applic. of Chas. C. Carlson for CP granted and reply of Carlson dismissed; WBAA, Lafayette, Ind., extension time comply Rule 131; KFYR, Bismarck, N. D., granted auth. suspend CP move station locally pending agreement with Bureau of Air Commerce and Eng. Dept. as to site; Continental Radio Co., Toledo, denied pet. reopen hearing on applic. WALR, Zanesville, for CP move and denied motion to reconsider and grant Continental applic. CP new station at Toledo; remanded for further hearing applic. WSBT, South Bend, for reconsid. & grant or further hearing on applic. CP change 1360 kc 500 w Sh. to 1010 kc 1 kw ltd. directional; WEDC, Chicago, granted mod. license re hours.

AUGUST 10

(Subject to Ratification)

APPLICATIONS GRANTED:

KGDY, Huron, S. D.—Extension temp. auth. remain silent to rebuild trans.

WPEN, Philadelphia—Granted extension temp. auth. 1 kw N to counteract interference from CMX; WWJ and KPRC, same.

KSTP, St. Paul—License for CP 1460 kc 10 kw 25 kw D unl.

WJIM, Lansing, Mich.—License for CP.

WHLB, Virginia, Minn.—License for CP.

WTAR, Norfolk, Va.—License for CP.

WOKO, Albany—CP new equipment.

Examiners' Reports . . .

WEAN, Providence, R. I.—Examiner Bramhall recommended (I-472) that applic. increase D to 5 kw be granted.

NEW, Roberts MacNab Co., Bozeman, Mont., Gallatin Radio Forum, Bozeman—Examiner Dalberg recommended (I-473) that application Roberts-MacNab Co. for CP 1420 kc 100 w 250 w LS unl. be granted; that applic. Gallatin Radio Forum CP 250 w D be denied.

NEW, J. K. Patrick & Co., Athens, Ga.—Examiner Hill recommended (I-474) that applic. CP 1310 kc. 100 w 250 w LS unl. be granted.

NEW, Press-Union Pub. Co., Atlantic City—Examiner Bramhall recommended (I-475) that applic. CP 1200 kc 100 w 250 w LS unl. be granted.

KWTN, Waterown, S. D.; KGDY, Huron, S. D.—Examiner Berry recommended (I-471) that applic. KWTN CP change 1210 kc 100 w unl. to 1340 kc. 250 w 500 w LS unl. (facilities KGDY) be denied; that applic. KGDY CP change 1340 kc 250 w D to 1210 kc 100 w 250 w LS unl. (facilities KWTN) be denied; that applic. Dr. Finn Koren, obert J. Dean and M. W. Plowman for auth. transfer control to Greater Kampeska adio Corp. be granted.

Applications . . .

AUGUST 1

WFBR, Baltimore—CP new trans., increase 500 w 1 kw D to 1 kw 5 kw D directional.

NEW, Times Printing Co., Chattanooga—CP 1120 kc 500 w 1 kw unl. directional.

KVOL, Lafayette, Ind.—CP vert. antenna, increase D to 250 w, move trans.

AUGUST 3

NEW, Auburn Pub. Co., Auburn, N. Y.—CP 1210 kc 100 w 250 w D unl. (facilities WMBO).

WAGA, Atlanta — License for CP increase power, move trans., studio, etc.

WJBO, Baton Rouge, La.—License for CP as mod. change power, etc.

WISN, Milwaukee—CP move aux. trans.

AUGUST 4

WGAR, Cleveland—CP change equip.

WIND, Gary, Ind. — License for CP change directional antenna.

KGLO, Mason City, Ia.—License for CP as mod. increase power.

KOL, Seattle—Mod. license 1270 to 1040 kc, increase D to 5 kw, amended to 1020 kc.

AUGUST 7

WTHT, Hartford, Conn. — License for CP change hours.

WCHS, Charleston, W. Va. — CP new antenna, increase power, amended to directional N, new trans., move trans.

NEW, Santo Sottile, Charleston, S. C.—CP 1200 kc 100 w 250 w D unl.

NEW, J. T. Griffin, Fort Smith, Ark.—CP 880 kc 1 kw D.

KFRO, Longview, Tex.—Auth. transfer control to James R. Curtis.

KSTP, St. Paul—Exp. auth. facsimile station.

KGDM, Stockton, Cal.—CP new trans., change antenna, increase 1 to 5 kw, change 1100 to 1150 kc, D to ltd., move trans.

AUGUST 9

NEW, Platt & Platt Inc., Poughkeepsie, N. Y.—CP 1310 kc 100 w 250 w D unl., amended to 1000 kc 1 kw ltd. to LS at WHO.

NEW, Cadillac Brdcstg. Corp., Detroit—CP 1140 kc 500 w D.

WIP, Philadelphia—License for CP new trans., antenna, move trans.

NEW, Valley Pub. Co., Harlingen, Tex.—CP 1200 kc 100 w 250 w D unl.

KOCA, Kilgore, Tex.—License for CP change equip., increase power.

WLBL, Stevens Pt., Wis.—Mod. license 2 kw to 1 kw D spec., amended to 1 kw 2½ kw D spec.

AUGUST 12

WIBX, Utica, N. Y.—License for CP as mod.

WGAN, Portland, Ore.—Auth. transfer control to Lloyd C. Greene and Wm. N. Campbell.

WBNX—New York—CP new trans., directional, increase 1 to 5 kw etc., amended to 1 kw 5 kw D.

KOMA, Oklahoma City—CP new trans., increase 5 to 10 kw.

WLAK, Lakeland, Fla—CP increase D to 250 w.

WDWS, Champaign, Ill.—CP increase 100 w D to 100 w 250 w D unl.

NEW, Wm. F. Huffman, Wisconsin Rapids, Wis.—CP 580 kc 250 w unl. directional N.

KLBM, La Grande, Ore.—Mod. CP change trans., antenna, studio sites.

KLAH, Carlsbad, N. M.—Vol. assign. license to Jack W. Hawkins & Barney Hubbs.

AUGUST 13

WOMI, Owensboro, Ky.—Mod. CP etc. be amended to omit increase in power.

WSJS, Winston-Salem, N. C.—CP new trans., directional, change 1310 to 900 kc, increase 100 w to 1 kw 5 kw D, move trans.

NEW, Broward Brdcstg. Co., Ft. Lauderdale, Fla.—CP 1370 kc 100 w 250 w D unl.

WJBL, Decatur, Ill.—CP vert. antenna, change 1200 to 1310 kc. Sh.-WJBC to unl., move trans., seeks WBOW facilities if WBOW applic. is granted.

Tallest Antennas

RISING 828 feet, the newly-installed antenna of KHQ, Spokane, is said by its operators to be one of the tallest in the United States, broadcasting with 5,000 watts days and 1,000 nights on 590 kc. Originally designed for 803 feet, it was extended another 25 feet to provide for shortwave and eventual television broadcasting. The tower was ordered from Bethlehem Steel Co. Tallest American vertical radiator is that of WSM, Nashville, rising 878 feet, while WLW at Cincinnati is 831.

Education Conference

WITH a wider list of educational groups sponsoring it, the Second National Conference on Educational Broadcasting will be held in the Drake Hotel, Chicago, Nov. 29-Dec. 1, according to its executive secretary, C. S. Marsh, 744 Jackson Place, Washington. The American system of broadcasting, an evaluation of broadcasting from the point of view of the listener, educational broadcasting and the future of radio have been selected as the topics of discussion. Dr. George F. Zook, president of the American Council on Education, will act as conference chairman.

ARTA Votes to Change Its Name; Member on FCC Urged at Meeting

A REQUEST that Willard Bliss, general organizer of their union, be appointed to fill one of the existing vacancies on the FCC, was sent to President Roosevelt by the delegates at the third annual convention of the American Radio Telegraphists' Association, held in the Hotel Edison, New York, beginning Aug. 2 and expected to conclude on Aug. 15. At the same session the delegates also voted to change the name of their union to the American Communications Association, as more fitting for an organization which in the past two years has grown from a small organization of maritime radio operators to a CIO affiliate with jurisdiction over the entire communications field.

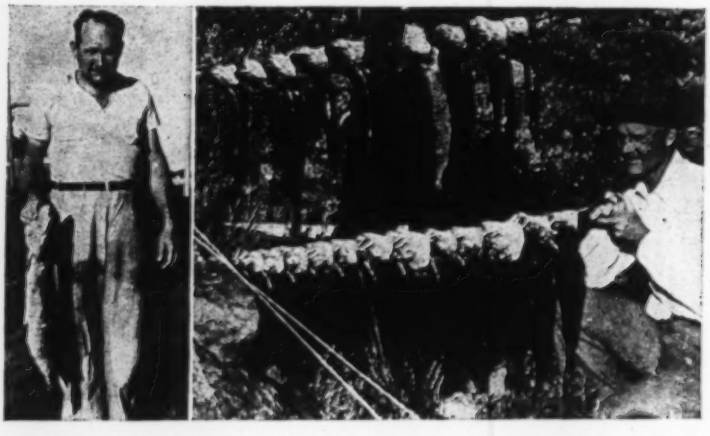
In the broadcast division, Harold Katan, ACA organizer in this field, urged that all organization activities be concentrated on New York and New England territory with "a large number of stations in a small geographical area, generally improved business conditions and low salaries being paid to workers."

Artist Federation Board Will Hold First Session

NATIONAL board of the newly-formed American Federation of Radio Artists will hold its first meeting Aug. 16, to elect officers and apply for a charter from the Associated Actors & Artists of America, parent body under whom the AFRA will operate as an AFL union. The 45 members of the board have been approved by the Screen Actors' Guild, Actors' Equity Association, American Federation of Actors and American Guild of Musical Artists, sponsoring the new union, which was formed last month when Equity surrendered its radio activity to the AAAA. The board was also approved by the radio locals that Equity had formed in New York and Los Angeles, whose members, numbering about 700, will now become the charter members of AFRA.

While members of the AFRA governing board have not been announced it is assumed they include actors and actresses in both stage and radio and who have been active in Equity as well. Members were chosen in three groups, 15 for one-year terms, 15 for two and 15 for three.

Officers selected Aug. 16 will serve until the first AFRA convention, tentatively set for November, 1938. This new group will proceed with organization of radio talent begun by Equity and with plans for the demands they will make of broadcasters as soon as they are strong enough to ask for recognition as the bargaining agency for all radio entertainers. When Equity surrendered its control over radio to this new body it did not include the television rights.



SUMMER FISHING—Is swell up in the north country, report these broadcasters. At left is Ray C. Jenkins, general sales manager of KSTP, St. Paul, with a 16 lb. northern pike which he caught, along with three more weighing slightly less, on Lake Vermillion out of Ely, Minn. At right, kneeling, is E. L. Gove with a string of large-mouthed black bass caught during his July vacation on Moon River in the Muskoga Lake District. Gove is chief engineer of WHK-WJAY, Cleveland.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

STANDARD BRANDS Inc., New York, on Sept. 22 will start a show for unannounced product on 32 NBC-Blue stations, Wed., 8:30-9 p. m. Agency: J. Walter Thompson, N. Y.

MUSTEROLE Co., Cleveland (Musterole and Zemo), on Oct. 4 starts *Carson Robison and His Buckaroos* on 38 NBC-Blue stations, Mon., Wed., Fri., 4-4:15 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

H. FENDRICH Inc., Evansville, Ind. (La Fendrich cigars), on Sept. 26 starts *Smoke Dreams* on 15 NBC-Red stations, Sun. 1:30-2 p. m. Agency: Ruthrauff & Ryan Inc., Chicago.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on Oct. 17 starts on 10 NBC-Blue stations, Sun., 4:15-5 p. m. Agency: Clements Co., Philadelphia.

C. F. MUELLER Co., Jersey City (macaroni products), on Sept. 13 starts *Kitchen Cavalcade* on 7 NBC-Blue stations, Mon. thru Fri., 10:45-11 a. m. Agency: Kenyon & Eckhardt Inc., N. Y.

RALSTON PURINA Co., St. Louis (Rye-Krisp), on Sept. 26 starts *Marion Talley* on 35 NBC-Red stations, Sun., 5-5:30 p. m. Agency: Gardner Adv. Co., St. Louis.

RALSTON PURINA Co., St. Louis (hot cereals), on Sept. 27 starts *Tom Mix Straight Shooters* on 23 NBC-Blue stations, Mon. thru Fri., 5:45-6 p. m. Agency: Gardner Adv. Co., St. Louis.

GENERAL MILLS Inc., Minneapolis (Wheaties), starts *Jack Armstrong, All American Boy* for another season on 15 NBC-Red stations, Mon. thru Fri., 5:30-5:45 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 3 starts *Metropolitan Opera Auditions of the Air* on 57 NBC-Blue stations, Sun., 5-5:30 p. m. Agency: Cecil, Warwick & Legler Inc., N. Y.

CAMPANA SALES Corp., Batavia, Ill. (Campana's Italian Balm), on Sept. 20 starts variety show on 32 NBC-Blue stations, Mon., 8:30-9 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall cigarettes), on Aug. 6 started *Dorothy Thompson*, political commentator, on 30 NBC-Red stations, Fri., 10:45-11 p. m. Agency: Compton Adv. Inc., N. Y.

LEHN & FINK PRODUCTS Co., New York (Lysol), on Oct. 4 starts *Dr. Dafoe* on 22 CBS stations, Mon., Wed., Fri., 4:45-5 p. m. Agency: Lennen & Mitchell Inc., N. Y.

LEHN & FINK PRODUCTS Co., New York (Pebeco), on Oct. 4 starts *Follow the Moon* on 22 CBS stations, Mon. thru Fri., 5-5:15 p. m. Agency: Lennen & Mitchell Inc., N. Y.

LEHN & FINK PRODUCTS Co., New York (Hind's Honey & Almond cream), on Oct. 4 starts *Life of Mary Sothern* on 22 CBS stations, Mon. thru Fri., 5:15-5:30 p. m. Agency: William Esty & Co. Inc., N. Y.

LEHN & FINK PRODUCTS Co., New York (Hind's Honey & Almond cream), on Oct. 4 starts *Life of Mary Sothern* on 2 stations of WLW Line (WLW, WHN), Mon. thru Fri., 4:15-4:30 p. m. Agency: William Esty & Co. Inc., N. Y.

JOHN H. WOODBURY Co., Cincinnati (facial soap), on Oct. 3 starts *Tyrone Power* in dramatic series on 51 NBC-Blue stations, Sun., 9-9:30 p. m. (repeat 11:30). Agency: Lennon & Mitchell Inc., N. Y.

PAYSON PUB. Co. Inc., New York (*Commentator Magazine*), on Sept. 19 starts a half-hour Sunday program on 13 MBS stations. Agency: Cecil, Warwick & Legler Inc. N. Y.

COCA COLA BOTTLERS OF TEXAS, Dallas, on Sept. 30 starts *Coca Cola College Night* on Texas Quality Network, Thursdays and Saturdays, 6:30-7 p. m., running until Nov. 27 and featuring football predictions and remote pickups of college rallies. Agency: Crook Adv. Co., Dallas.

TILLAMOOK County Creamery Assn., Tillamook, Ore. (cheese) on Sept. 17 starts program on 5 NBC-Pacific Red stations, Fri., 10 a. m. (PST). Agency: Botsford, Constantine & Gardner Inc., Portland.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, on Oct. 24 starts program on 32 Mutual stations, Sun., 4:30-5 p. m. (EST). Agency: Kelly, Stuhlman & Zahrndt Inc., St. Louis.

GENERAL FOODS Corp., New York (Swansdown Flour and Calumet Baking Powder), on Sept. 30 starts *Kate Smith* on 75 CBS stations, Thurs., 8-9 p. m. (repeat 11:15 p. m.). Agency: Young & Rubicam Inc., N. Y.

LEVER BROS. Co., Cambridge, Mass. (Lux), on Sept. 13 starts *Lux Radio Theater* on its third year on 56 CBS stations, Mon. 9-10 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

FOSTER CANNING Co. Inc., Brooklyn (Dr. Olding Pet Ration), on Aug. 18 begins 13 weekly participations in the *Gretchen McMullen Household* program, on 15 Yankee stations. Agency: Nathan Feist Agency, N. Y.

KELLOGG Co., Battle Creek, Mich. (corn flakes), on Oct. 3 starts *The Singing Lady* on 3 MBS stations (WOR, WGN, WLW), Sun., 5-5:30 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

INTERNATIONAL SILVER Co., Meriden, Conn. (1847 Rogers Bros. silverware), on Oct. 3 starts *Silver Theater* on 44 CBS stations, Sun., 5-5:30 p. m. Agency: Young & Rubicam Inc., N. Y.

GROVE LABORATORIES Inc., St. Louis (Bromo Quinine), on Sept. 27 starts *General Hugh S. Johnson* on 23 NBC-Blue stations, Mon., Thurs., 8-8:15 p. m. and Tues., Wed. 10-10:15 p. m., EDST. Agency: Stack-Goble Adv. Agency, Chicago.

LAMBERT PHARMACAL Co., St. Louis (Listerine, toothbrushes), on Sept. 28 starts *Grand Central Station* on 23 NBC-Blue station, Tues., 9:30-10 p. m. for 52 weeks. Agency: Lambert & Feasley Inc., New York.

CUMMER PRODUCTS Co., Bedford, Ohio (Energine cleaning fluid), on Oct. 24 starts *Radio Newsreel* on 23 NBC-Red stations, Sun., 3-3:30 p. m. Agency: Stack-Goble Adv. Agency, N. Y.

STERLING PRODUCTS Inc., New York (California Syrup of Figs), on Sept. 27 starts for 13 weeks transcribed series on 10 Don Lee stations (KHJ, KGB, KDB, KFRC, KFXM, KPMC, KDON, KXO, KVOE, KQW), Mon. thru Fri., 2:45-3 p. m. (PST). Agency: Thompson-Koch Co., Cincinnati.

HECKER PRODUCTS Corp., New York, on Sept. 7, starts 260 15-minute programs, five times weekly, *Daily Information Bureau*, on 8 Colonial stations. Agency: Erwin Wasey & Co., N. Y.

AMERICAN BIRD PRODUCTS Inc., Chicago, on Oct. 10 starts *Canary Chorus* on 10 Mutual stations, Sun., 11:45-noon.

Renewal Accounts

GENERAL MOTORS Corp., Detroit (automobiles), on Oct. 3 resumes *General Motors Concerts* on a coast-to-coast NBC Blue network, Sun., 8-9 p. m. Agency: Campbell-Ewald Co. of New York Inc., N. Y.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), on Oct. 3 renews *Joe Penner* on 45 CBS stations, Sun., 6-6:30 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

MacFADDEN PUBLICATIONS Inc., New York *True Story* magazine), on Sept. 3 renews *True Story Court of Human Relations* for 52 weeks on 20 NBC-Red stations, Fri., 9:30-10 p. m. Agency: Arthur Kudner Inc., N. Y.

HORLICK'S MALTED MILK Corp., Racine (malted milk), on Aug. 30 renews *Lum and Abner* for 52 weeks on 7 NBC-Blue eastern stations, Mon. thru Fri., 7:30-7:45 p. m., and on 9 NBC-Blue western stations, Mon., Tues., Wed., Fri., 11:15-11:30 p. m. Agency: Lord & Thomas Inc., Chicago.

PACKARD MOTOR CAR Co., Detroit (automobiles), on Sept. 7 renews the *Packard Hour* on 66 NBC stations, Tues., 9:30-10:30 p. m., and on the same date replaces the summer cast with Lanny Ross, Charles Butterworth, Florence George, Don Wilson and Raymond Paige's orchestra. Agency: Young & Rubicam Inc., N. Y.

RICHFIELD OIL CORP., Los Angeles, on Aug. 15 renewed for 52 weeks *Richfield Reporter*, on 7 NBC-Pacific Red stations, Mon. thru Sat., 10-10:15 p. m. (PST). Agency: Hixson-O'Donnell Adv. Inc., Los Angeles.

CARDINET CANDY Co., Oakland, on Sept. 5 renews *The Night Editor* on 10 NBC-Pacific stations, Sun., 9-9:15 p. m. (PST). Agency: Tomaschke-Elliott Inc., Oakland.

J. B. FORD Co., Wyandotte, Mich. (cleanser) resumes *Your True Story* on CBS Sept. 14, Tues.-Thurs., 2-2:15 p. m. Agency: N. W. Ayer & Co. Inc., Philadelphia.

Network Changes

STERLING PRODUCTS Inc., New York (cosmetics), on Sept. 29 switches *How To Be Charming* from NBC New York to Hollywood.

GULF OIL Corp., Pittsburgh (gasoline and oil), on Oct. 3 starts *Phil Baker* on 60 CBS stations, Sun., 7:30-8 p. m., replacing the *Summer Show* which has been broadcast at this time during Baker's vacation period. Agency: Young & Rubicam Inc., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Kolynos toothpaste), on Aug. 6 moved *Hammerstein Music Hall* on 30 CBS stations, from Tues., 8-8:30 p. m., to Fri., 8-8:30 p. m., and Oct. 1 adds 14 stations.

LOS ANGELES SOAP Co., Los Angeles (White King soap) on Aug. 9 added KSL, Salt Lake City, to CBS Pacific network carrying *Gus Edwards School Days of the Air*, Mon. 8:30-9:15 p. m. (PST).

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on their "A" cut or Low Temperature Co-efficient Crystals

NEW LOW PRICE . . . $40 EA. TWO FOR $75 *formerly $50 each*

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. *Approved by F.C.C.*

Scientific Radio Service
Dept. 827, 124 Jackson Ave., University Park, Hyattsville, Md.

Merchandising & Promotion

Grape Juice Exploitation—Dance Lessons for Yeast—Yankee's Million Matches—News Cards—Postal Cards

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice) is sending out a four-page newspaper-size promotional piece to salesmen, distributors and larger grocers, announcing the addition of three more stations to the firm's *Irene Rich* program on NBC-Blue and a change of schedule and origination of the broadcast. The programs will originate in Hollywood, where Miss Rich is making a picture. WEAN, Providence; WICC, Bridgeport, and WSPD, Toledo, will start carrying the broadcast making a total of 41 stations. BROADCASTING'S radio map, which will show all the 41 stations, is being incorporated in the brochure. In addition, sales and success material is being used in the brochure. Last year, the grape juice firm was forced to quit taking orders for a time because it was impossible to meet the demand. A large part of the firm's success is attributed to the radio program. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is the agency.

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ON THE *Rise & Shine* program, a participating broadcast, presented over KFRC, San Francisco, by Bill Davidson, a sponsor is paying for announcements but refuses to be identified in them. The sponsor tells about a free gift, but to get the gift the listener must guess who the sponsor is. There are no clues and none will be given until the 700 free gifts have been disposed of.

* * *

AN EIGHT-PAGE brochure, *Mrs. Cohen Goes A-Buying*, has been issued by WLTH, New York, covering the results of a survey recently made by Ross Federal Research Corp. Booklet, which was prepared by Adrian James Flanter & Associates, station's promotion counsel, is part of a systematic campaign to present to time buyers the facts about the Jewish market in Greater New York.

* * *

STANDARD BRANDS Inc., New York (Fleischmann's yeast), on its NBC-Blue network *Werner Janssen* musical program from Hollywood, Sundays, 3:30-4 p. m. (EST), is offering a booklet of dance lessons written by Arthur Murray, New York modern dance teacher, in return for Fleischmann yeast tablet labels. J. Walter Thompson, New York, is agency.

* * *

RANKING as the State's outstanding sales promotion of the year, KGGM's *Pot of Gold* in Albuquerque, N. M., closed late in July with a total of almost $750,000 in retail sales. The campaign, a sales slip type of promotion, was engineered by General Manager Mike Hollander and offered $850 in cash awards to the organization whose membership showed best proof of purchase from station sponsors.

* * *

MORE THAN a million booklets of matches have been distributed by Yankee Network to 500 national advertisers and radio people during the last year. Each month a 50-book refill for the bakelite desk box is mailed to every name on the list. A new contract for over two million books has been signed.

WNAC, key station of Yankee network, celebrated its 15th birthday July 31 by reversing the usual order and presenting gifts to over 300 space buyers and advertising executives. The gifts were clocks specially built by Electric Time Co. Inc., of Boston. In place of the standard hour hand there is a special four-armed hand. The hands are colored red, white, blue and gold and show simultaneously the time in the different time zones. The clocks were delivered on the morning of July 30 by Western Union messengers. With each clock was ineluded a gift card and time zone map prepared by the Yankee promotion department. Because of the various types of current used it was necessary to give two types of clocks.

* * *

MARSHALL FIELD & Co., Chicago, follows up inquiries regarding selections played on WBBM during the morning recorded program titled *Musical Clock*, with a personally signed letter giving the listener the information and suggesting that the selection is on sale in its record department. Aubrey, Moore & Wallace Inc., is the agency.

* * *

WQAM, Miami, has published a mimeographed brochure described as a "very plain prospectus" which it is sending to agencies and sponsors. It tersely describes the stations coverage and includes two coverage maps.

BOOTH AT FAIR—Where WKBZ, Muskegon, Mich., recently staged an exhibit for the 200,000 Centennial Celebration visitors, displaying 200 articles typical of the various accounts served by WKBZ since 1934.

LEISY BREWING Co., Cleveland, sponsor of *Leisy's Sports Review* on WTAM six weekly for three years, is offering a weekly sports award to the outstanding amateur in the territory covered by WTAM. Listeners and newspapermen send in their nominations and gold plaques are awarded the winners each Tuesday evening.

* * *

WCAU, Philadelphia, is distributing a brochure titled *The Women* concerning its *Women's Club of the Air*, a morning and afternoon feature program five days weekly, which lists the talent, advertisers and program rates.

* * *

KLZ, Denver, which has no newspaper affiliation, is distributing cards urging those who know of any news to phone it to the station. The cards list the counties of Colorado with numbers to facilitate the calls.

ROGER BAKER NIGHT—There was a double reason for Roger Baker, Buffalo Broadcasting Corp. sports announcer, to celebrate on July 26. First was the eighth anniversary of his *WGR Kendall Sports Column*. Second was completion of a contest which had pulled more than 75,000 entries from boys and girls in Buffalo and Western New York. Both celebrations were combined in a baseball party at Offerman stadium with 35 youngsters personal guests of Roger Baker. Not present at the ball park, but listening eagerly at home to the broadcast of the game, was Robert Bagwell, of Sanborn, N. Y. Almost since birth the 10-year-old boy had been confined to bed, victim of infantile paralysis. Faced with the problem of completing a set of pictures of the Buffalo Bison baseball team through visits to Kendall gasoline stations, Robert had himself lifted from bed at dawn and hoisted into his uncle's milk truck. Diligent work on his own part and "swapping" with other youngsters in the neighborhood gave him the complete set of pictures in time to win a first prize. Robert selected a baseball mitt and bat which were presented to him personally by the WGR sports announcer. Next year he expects to be at the ball park for Roger Baker Night and the ninth anniversary celebration.

THE *Screen Children Magazine*, Hollywood national motion picture publication, which started July 6 for 26 weeks a weekly quarter-hour variety show titled *Screen Children* on KHJ, Los Angeles, is offering screen tests and other prizes to juveniles in a contest. Listeners are invited to subscribe to the magazine and thereby obtain a free 8 by 10-inch professional photograph of their talented child. Photo in turn is entered in the contest. At end of 26 weeks, from photos submitted, 15 children will be chosen and screen tested by Paramount Productions Inc., Hollywood. First 100 chosen in contest will be awarded free dramatic, dance and music scholarships. Program, produced by Robert Herrick, besides presenting variety of juvenile entertainers, features well-known child picture stars in interviews. Agency is Ivar F. Wallin Jr. & Staff, Los Angeles.

* * *

KMBC, Kansas City, has prepared a file folder titled "KMBC Tested Programs" for radio buyers. Mailing of the promotion piece was preceded by a letter enclosing a card which said "Miss _____, when an envelope arrives bearing this emblem (KMBC Tested Program) bring it to me immediately." This scheme was designed to carry the piece through mail-culling secretaries.

* * *

PICTURE postal cards of WBT, Charlotte, N. C., are being printed, to be sold at a penny each in local stores. The cards carry color scenes of the tower, control room and largest studio. WBT announced that it was the only commercial institution selected by the postal card firm for inclusion in its series.

* * *

WMCA, New York, is basing new promotional material on reviews of its programs in the daily papers using the comments of radio editors printed on colored post cards with cartoon illustrations. The cards are mailed to agencies and prospective clients as reminders of shows available for sponsorship.

* * *

WHO, Des Moines, is offering total cash prizes of $275 for the tallest corn stalks brought to its studios during the corn season. Herb Plambeck, WHO farm editor, reports one entry of 16 feet and the world's record stalk of 18 feet 5½ inches is expected to be surpassed.

* * *

WJR, Detroit, has issued a brochure covering its *Household Economies* series, a noncompetitive participation program.

XUM

A BUMPER CROP

★ OF LISTENERS ★

THROUGHOUT the broad expanse of WLW's coverage lie rich agricultural regions which are coming into their own, with record-breaking crops bringing top-notch prices.

WLW reaches more farmers, with their pockets lined with money, than any other broadcasting station, because WLW is

THE NATION'S STATION